

The NATIONAL UNDERWRITER

Life Insurance Edition



THIS MAN IS IN THE DARK

... because he doesn't know that selling Union Mutual's Non-cancellable Guaranteed Renewable Disability Income Protection means extra "MONEY IN HIS POCKET" ... nor does the poor lad know that this protection is considered the best sickness and accident coverage on the market today by leading life underwriters. But most important are the *extra plus values* with a Union Mutual Non-Can ... for example ...

If total disability lasts 90 days or more, all premiums falling due from date of disability are waived ... Liberal interpretation of the term "Total Disability" ... Partial disability benefits for sickness and accident following total disability ... Number of claims unlimited and no average earnings clause.

Last but by no means least, a merchandising plan second to none, including sales talk, direct mail, and local advertising.

Plus income from Plus sales with Plus values!

UNION MUTUAL

LIFE INSURANCE COMPANY * Home Office
Portland, Maine * Rolland E. Irish, President *
Kenneth L. Anderson, Vice Pres. & Mgr. of Agencies



FRIDAY, NOVEMBER 27, 1953

We help you turn prospects into friends, because it's easier to turn friends into **Policyowners**

Pan-American Life Insurance Company offers the following:

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| Excellent sales aids | Highly competitive merchandise |
| Fine training | Career contract for career men |
| One of the Finest Direct Mail Plans (Proven through the years) | |

In Addition —

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**Pan-American's liberal compensation plan includes:
NON-CONTRIBUTORY**

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3. Pension Plan
4. Disability Benefits

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**a billion
dollar
company**



IN THE HEART OF AMERICA

Our insurance in force now totals more than One Billion Dollars and we specialize exclusively in ordinary, non-participating business—no group, no industrial, no health and accident, no re-insurance.

**KANSAS CITY LIFE INSURANCE
COMPANY**

AGENCIES IN 39 STATES AND THE DISTRICT OF COLUMBIA

DON'T WORK HARDER—WORK SMARTER



The Bankers Mutual Simplified Selling System will bring you greater sales results with the same amount of time and effort you are now expending. Don't take our word for it, investigate this yourself.

RIDING ON A.I.R.* . . . will pay you more for the business you produce than you will believe possible until you give us an opportunity to show you what you can do under our agency agreement.

* Automatic Increasing Remunerator Contract

PLUS . . .

PERSISTENCY BONUS, LIFETIME RENEWALS, FREE VACATION, INCENTIVE CONTESTS, and PRODUCTION CLUBS.

A.I.R. is available in Illinois, Michigan and Missouri. Write today in confidence for full details to Herbert Jensen, Agency Vice President.

**Bankers Mutual Life
Insurance Company**

LOUIS FAUSER, President
An Old Line Mutual Legal Reserve Life Insurance Company

HOME OFFICE FREEPORT, ILLINOIS



The NATIONAL UNDERWRITER

The National Weekly Newspaper of Life Insurance

57th Year, No. 48
November 27, 1953

U. S. Welfare Fund Probe Gets Into Insurance Realm

Loose Practices With Commission Factor Scanned by House Committee

By JOHN C. BURRIDGE

DETROIT—The hearing here of the House subcommittee that is investigating union health insurance and welfare funds has thrown the spotlight on Union Casualty & Life of Mount Vernon, N. Y., and Union Insurance Agency of Chicago, from the standpoint of insurance people, although the main issue seems to be wrapped up in a political grudge feud between Rep. Clare Hoffman of Michigan and James R. Hoffa, president of the teamsters' union in the Detroit area.

Although billed as a closed session Monday, the committee released a transcript of the testimony of Dr. Leo Perlman, executive vice-president of Union Casualty & Life, concerning the welfare plans with local 1031 electrical workers AFL at Chicago, and then threw open the doors Monday afternoon when Allen Dorfman of Union Insurance Agency of Chicago was interrogated. Mr. Dorfman was asked about the welfare fund of the teamsters that is entitled Central States & Southwest Areas Health & Welfare Fund of International Brotherhood of Teamsters, Chauffeurs, Warehousemen and Helpers of America, AFL. This is a gigantic plan in which 60,000 members of the organization are insured and there are 50,000 dependents covered. The plan is handled through a custody arrangement of three union and three management people.

Both witnesses were asked about possible rebate on premiums and the committee was interested in the expenses of Union Casualty and Union Insurance Agency.

When Dr. Perlman was on the stand, he testified that his company received \$2½ million from 1031 of the electrical workers in premiums from May, 1949 to May, 1953. The union had 8,000 members in 1949 and now has 32,000. The attorney for the union told THE NATIONAL UNDERWRITER that the plan was given to Union Casualty because it offered the lowest rates, the fastest claim service, and the experience of the union has been that Union Casualty does not stick at technicalities of interpretation. About 15,000 of the electrical workers are insured under this plan, and 90% of them are female. There has been no increase in the rates since the plan was adopted.

Each member pays \$5.21 a month for accident, hospitalization and life coverage.

Dr. Perlman, reputedly a former insurance commissioner of Czechoslovakia is one of the three owners of Union Casualty and also was one of the owners of United Public Service Corp., a

Current Problems, Investment Panel Make Up LIA Fare

NEW YORK—A discussion-question period on current life insurance problems and a panel discussion of the investment outlook will be features of the annual meeting of Life Insurance Assn., to be held at the Waldorf-Astoria here Dec. 8-9.

Igor I. Sikorsky, nationally known leader in the aviation field, will be the guest speaker and there will be reports on such subjects as investment experience during the year, life insurance in force, new business and disbursements to policyholders and beneficiaries.

The discussion-question period Tuesday will be conducted by Morton Boyd, president of Commonwealth Life and of L.I.A.; Bruce E. Shepherd, manager, and Eugene M. Thore, general counsel. A directors' meeting will follow.

At the investment panel Wednesday, views will be given on two general aspects of the subject—the outlook in the mortgage lending field and the outlook for investment in corporate bonds. James J. O'Leary, LIA director of investment research, will serve as moderator. Participants will be Ehney A. Camp, Jr., vice-president and treasurer Liberty National Life; George T. Conklin, Jr., financial vice-president Guardian Life; John G. Jewett, vice-president Prudential; L. Douglas Meredith, executive vice-president National Life of Vermont; John P. Sedgwick, financial vice-president State Mutual Life; Donald C. Slichter, vice-president Northwestern Mutual Life, and Milford A. Vieser, vice-president Mutual Benefit Life.

Following luncheon the new president and directors will be elected.

concern designed to promote business for Union Casualty.

The commissions on premiums paid by the electrical workers were split, (CONTINUED ON PAGE 23)

Small-Loan Insurance Charges Seen as Hot Topic at NAIC Meet

Life and A & H insurance required by many small-loan companies promises to be a hotly debated matter at the meeting of the National Assn. of Insurance Commissioners next week at Miami if there is a chance for free discussion of it.

Household Finance Corp., currently the largest consumer finance organization in amount of outstanding loans, is putting up a vigorous fight against the charges that many loan companies make for insurance coverage, often sold at commission rates that pay the lending company what Household and some others consider an unduly high return and one that will get the entire small-loan field a serious black eye if not stopped.

The matter is in the hands of a subcommittee of the life committee of the N.A.I.C. and if Household and some of the other big loan companies speak out against charging borrowers for insurance coverage equally strong opposition to that point of view may be expected from representatives of the companies that charge for insurance as a regular practice.

Household and some of its leading competitors do not charge for insurance but cover the borrowers under group contracts. Much of the insurance for which a charge is made is on the individual policy basis, which of course carries much higher premium and commission rates than group contracts.

H.F.C.'s position, as stated by Paul Boyer of Hubachek & Kelly of Chicago, its lawyers, is that it takes no stand on the use of credit life or credit A & H insurance by banks, credit unions, acceptance companies, or companies dealing in time-sales paper, since these institutions aren't subject to rate regulation at all, operate under laws which do not contain an all-inclusive (CONTINUED ON PAGE 23)

Top Committee's View on NALU Site Stirs Opposition

Some on Board Object to Steering Unit Expressing Preference for N. Y. Area

Controversy over the location of the projected home of National Assn. of Life Underwriters has flared anew as a result of the executive committee's recent expression of its consensus that national headquarters should remain in the New York metropolitan area. The committee also expressed the hope that the location committee will come to some agreement as to location within that area and if possible to recommend specific sites.

The committee added that if locations other than the New York area should be recommended by the location committee "it is hoped that they can also suggest specific sites."

This caused something of a stir among trustees who are not members of the five-man executive committee. It is reported that the opposition was not so much on the merits of keeping national headquarters within the New York metropolitan area but on the propriety of the executive committee's issuing such an expression of opinion, in view of the fact that all its members are located in the east and four of the five are in New York state or within a short distance of New York City.

The executive committee consists of the four elected officers and immediate past president. These are President Robert C. Gilmore, Jr., Mutual Benefit Life, Bridgeport, Conn.; Immediate Past President David B. Fluegelman, Connecticut Mutual, New York City; Vice-president Robert L. Walker, Peninsular Life, Orlando, Fla.; Secretary Stanley C. Collins, Metropolitan Life, Buffalo, and Treasurer Osborne Bethea, Prudential, Newark.

Strongest contenders for the honor of being the headquarters area of NALU are the metropolitan areas of New York and Chicago, although Cincinnati is understood to have a very appealing proposition. University of Chicago has offered NALU a site on extremely attractive terms but the location is in a run-down area of the city. Another site being considered is in Evanston, which adjoins Chicago to the north. Recently the New York State Assn. of Life Underwriters adopted a resolution strongly urging that headquarters not be moved out of the New York metropolitan area.

Chairman of the location committee is Charles E. Cleeton, Occidental of California, Los Angeles.

Equitable CLU's Elect

J. Fred Speer, Pittsburgh manager, has been elected president of Equitable Society's CLU Assn. He succeeds Daniel E. Dean, Philadelphia. Vice-presidents are John H. Kennedy, Detroit, and Harry C. Booker, Kansas City.

Late News Bulletins . . .

Hearing Dates Set for Senate A & H Probe

WASHINGTON—The Senate judiciary committee will begin hearings next week on the advisability of stringent federal or state legislation to curb mail order insurance abuses in the A & H field.

At the preliminary "exploratory" sessions the committee will accept testimony from state insurance commissioners, the federal trade commission, representatives of affected branches of the insurance business and others that have expressed an interest.

All insurance industry organizations that might possibly be interested in the subject have been offered an opportunity to appear and have received from Chairman Langer copies of a summary of the comments received by the committee from insurance commissioners and others in response to inquiries sent out by Langer.

Name ALC State Vice-Presidents for 1954

State vice-presidents who will represent American Life Convention for the year 1953-1954 have been announced by President Ralph R. Lounsbury, president of Bankers National Life. They are: Alabama, William J. Rushton, Protective Life; Arizona, J. Carl Osborne, Commercial Life; Arkansas, Beloit Taylor, National Old Line; California, George B. Gose, Pacific Mutual Life; Colo- (CONTINUED ON PAGE 24)

Cleveland in Lead in Oct. Life Sales; Los Angeles Second

Cleveland, with 15%, registered the biggest gain among major cities in the sale of ordinary life insurance for the month of October, according to LIA-MA. Los Angeles was next with 14%.

Detroit showed the largest increase for the first ten months of the year among the cities, with a gain of 27%, and second place was held by both Los Angeles and St. Louis with 20% each.

Among the states, Delaware was top with an October increase of 37%. This state was followed by the District of Columbia, with a gain of 23%. Countrywide, sales were up 7% in October of this year, as compared with the same month in 1952.

For the ten-month period, the top state was Nevada, which showed a sales increase of 33%. Second was Delaware, registering a 27% gain. Nationally, for this period, a 17% increase was noted.

Occidental, California, Has Group Department Changes

Occidental Life of California has made the following appointments in its group sales and service division: John A. Llewellyn, assistant secretary, has been named executive assistant to the vice-president; Don Lee Hartman, assistant secretary, becomes director of group sales operations; Kermit Robinson has been named director of group training and education; Fred W. Roberts becomes director of group research and development; Charles Claunch has been named director of group service operations, and George Paden now is teachers group manager, supervising group activities among school employees.

Mr. Llewellyn joined Occidental in 1939 and most recently was special assistant to Group Vice-President J. P. Dandy. Mr. Hartman entered the business in 1921 with Connecticut General as group sales manager, later was superintendent of agencies of the United States Life, and joined Occidental in its group department in 1937. Two years later he was appointed assistant group superintendent and in 1951 was elected assistant secretary.

Mr. Robinson, 20 years with the company, has served as chief clerk, supervisor of group training and education, supervisor of sales administration, and most recently assistant group superintendent. Mr. Claunch began with Occidental in 1939 and has held positions of group representative, regional group supervisor, group service manager, and supervisor of group education and field training.

Mr. Roberts joined the company in 1938 and in 1951 assumed charge of the group division's field office administration. Mr. Paden entered the business with Equitable of Iowa in 1923 and joined Occidental in 1936. Six years later he was named regional group supervisor.

Committee on Reinsurance

The committee of insurance commissioners dealing with the proposed reinsurance of Constitution Life and Sterling of Chicago to form Constitution Life of Chicago consists of Barrett of Illinois, Maloney of California and Sullivan of Washington.

Wis. Nat'l Ups Interest Rate

Wisconsin National Life will now accept life premiums paid in advance with interest of 2½% per annum compounded annually, and the number of

premiums that may be paid in advance has been increased to 30 years, or the premium-paying period of the policy, whichever is the lesser. Maximum discounted value of such premiums for any one policy owner is \$25,000, including the then discounted value (at the rate of interest originally used) of premiums already paid in advance. Except in the state of Indiana, withdrawal of the advance premiums may be made at any time for any reason as outlined in the company's agreement covering advance premium payment.

Name ALC Committees for Coming Year

Standing committees of American Life Convention have been appointed for 1954. Their chairmen follow:

A&H, Harry J. Stewart, president West Coast Life; agents and agencies, Harry V. Wade, president Standard Life of Indiana; company relations, H. Clay Evans Johnson, president Interstate Life & Accident; convention meetings, Virgil H. Smith, vice-president Beneficial Life; coordination of activities, Byron K. Elliott, executive vice-president John Hancock Mutual; departmental supervision, B. M. Anderson, vice-president and counsel Connecticut General Life; finance, L. D. Cavanaugh, president Federal Life of Chicago; home office administration, C. O. Sullivan, executive vice-president Midland Mutual Life, and insurance regulation, Berkeley Cox, general counsel Aetna Life.

Also, investment problems, Frank J. Travers, vice-president of securities American United Life; medical examinations, Dr. John E. Boland, medical director Country Life of Chicago; medical examination sub-committee, Dr. James P. Donelan, vice-president and medical director Guarantee Mutual Life; program, Ralph R. Lounsbury, president Bankers National Life of New Jersey, ex officio chairman; representation on Health Insurance Council, Paul H. Rinker, vice-president Continental Assurance; resolutions, R. L. Burns, president Farmers & Bankers Life, and uniform laws, Clarence L. Peterson, vice-president and general counsel Ohio State Life.

• Nashville General Agents & Managers Assn. heard E. L. Connell, Travelers manager there, discuss "How to Prepare and Execute an Individual Sales Promotion Campaign."

S. A. Kent to Head Ill., Ind. Agencies of Prudential

Prudential has named Sidney A. Kent executive director of agencies for the mid-America home office at Chicago, effective Jan. 1. Mr. Kent has been manager of an ordinary agency there. In his new post, he will have over-all direction of 122 sales and service activities in the district and ordinary agencies and group field organizations in Illinois and Indiana. Annual sales in the area currently are running at the rate of \$435 million.



Sidney A. Kent

Joining the company in 1924 as a district agent at Chicago, Mr. Kent moved up to staff manager in 1928. He then transferred to the ordinary agency operation, advancing to assistant manager. He went to Salt Lake City in 1938 as manager and three years later was transferred to Des Moines in the same capacity. Since being named Chicago manager in 1946, he has more than doubled the agency's staff and has raised it to a position among Prudential's top 10 in ordinary agencies. At present the Kent unit leads all company agencies in A&H premium income.

Mr. Kent, one of Prudential's first 10 CLU's, is a past-president of Chicago Life Agency Supervisors Club and a former director of Chicago Assn. of Life Underwriters.

300 Prudential Leaders in West Hold Business Parley

More than 300 leading Prudential agents met at Coronado, Cal., for the four-day region "T" President's Club business conference.

Western home office executives taking part in the program were George Wofford, 2nd vice president; G. Carl White, executive director of agencies; Sid Mitchell, director of agencies; Edward Koskie, regional group sales manager; Dr. Albert Domm, medical

director, and Harold Paff, acting director.

A feature was the chartering of Western Leaders Roundtable. Various problems of the business were discussed.

Slate Ackerman As Teachers' President

L. J. Ackerman, dean of the school of business administration of University of Connecticut, has been nominated for president of American Association of University Teachers of Insurance, an election, which is taken for grant, will take place at the annual meeting at Washington Dec. 28-29. He has been vice-president for the past two years and will succeed Prof. C. M. Kahle of University of Pennsylvania.

Prof. H. H. Irwin, Wayne University, who was with Massachusetts Mutual Life both at Detroit and at home office for many years before entering the full time teaching field, has been nominated for vice-president and their apparent. Traditionally, the teachers' officers serve two terms. Dr. Gregg, dean American College of Life Underwriters, will be the new executive committee member, succeeded by Prof. C. C. Center of University of Wisconsin. Holdover executive committee men are Paul Abbott, educational director Insurance Co. of North America, and Dean H. C. Graebner of Baller University. Prof. W. T. Beadles of Illinois Wesleyan University will be main secretary.

Move to Alter and Repair Oregon Insurance Laws

Commissioner Taylor of Oregon has appointed eight industry committees charged with producing recommendations for legislation to improve, strengthen or broaden the existing insurance code. This is the first thorough-going study of insurance laws that has been undertaken since the present statutes were redrafted in 1917.

The chairmen of the individual committees will constitute the committee of the whole with Mr. Taylor as chairman. This overall group will coordinate the activities of the individual committees and will conduct the study of the general provisions of the law. According to Mr. Taylor, the aim will be to "alter and repair the present legal structure rather than to erect a new structure of different design."

Chairman of the fire committee is J. K. Robinson of Atlas Assurance; marine, E. A. Valentine, Fireman's Fund; casualty, W. A. Brooks, Oregon Automobile; life, J. C. F. Merrifield, Connecticut Mutual; A&H, H. G. Horn B.M.A.; title, E. T. Dwyer, Title Trust Co.; hospital associations, Joseph E. Harvey, Jr., Oregon Physicians Service, and motor club, T. Ray Conway, Oregon State Motor Assn.

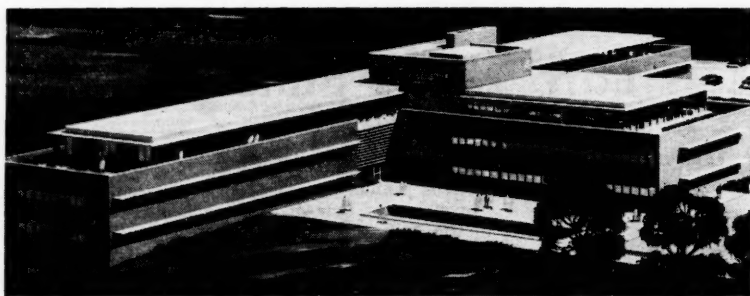
Texas Rates Are Set

Texas Assn. of A&H Underwriters has announced the schedule for state sales congress. Each year the speakers tour several cities, giving the same program in each. The first meeting will be at Houston Nov. 30, followed by San Antonio Dec. 1, San Angelo Dec. 2, Dallas Dec. 3.

Talks will be given by E. H. Mueller, Milwaukee general agent; Ross C. Fox, regional group manager of Bankers Life of Iowa; Reginald W. Snyder, district manager of American Hospital Life, and Earl R. Bennett, Providence L. & A., Tampa, Fla., a member of the executive board of the International Association.

• Kentucky Home Mutual Life has been admitted to Arkansas and has also applied for admission to West Virginia.

Liberty to Have New Home in Jubilee Year



Artist's conception of Liberty Life's new home office now under construction at Greenville, S. C., is shown. When built it will be the largest and most modern office structure in the state. Total cost is estimated at \$2,500,000. Completion of the building, which will be four stories high and in the form of a "T," is expected in early 1955, when Liberty Life will celebrate its 50th anniversary. Among the features will be large open work areas, an advanced air-conditioning system, movable wall partitions, and acoustically treated walls to eliminate sound transmissions. Plans also call for a cafeteria, kitchen, private dining room, several conference rooms, library, infirmary, employee lounges, and public address system. Exterior walls will be of gray glazed-surface brick and have a limestone coping. Outside doors will have aluminum glass framing. On the fourth floor, full-length windows will be featured, along with doors opening onto a surrounding quarry-tiled terrace.

Liberty now has in excess of \$581 million insurance in force and \$69 million in assets.

Bohlinger Chided by Holmes on Handling of Equitable Report

Commissioner Holmes of Montana made public the following letter addressed to Superintendent Bohlinger of New York:

"The more I have studied your Western Union telegram of Oct. 29, 1953 and mimeographed release of action taken by the board of directors of the Equitable Life Assurance Society as well as copies of press releases, apparently approved by your office, appearing in the New York Times of Nov. 5, 1953, and the New York Herald Tribune of same date, as forwarded under cover of yours of Nov. 5, 1953, relating to the Thomas I. Parkinson matter, the more I am reminded of that oft quoted, yet pointed fable of the fly which lit on the hub of a chariot wheel just as the lumbering conveyance, pulled by fiery, black chargers, started down a dusty road. After a few minutes of action by the spirited animals and the jarring and jolting of the chariot over the road, the fly looked back and gleefully cried: 'Boy! see what a dust I raised.'

"The Parkinson case causes me to stop and wonder if your insurance department is so amply provided with funds and personnel as to permit such waste of time and money as has been expended in the case, where the report on the examination of the company and the record established by our submissions indicate the involved insurance company '... is in sound financial condition' and the complained of acts, in no manner, affected the public.

"The basis of this entire 'dust storm' of complaints are chiefly directed 'towards methods of procedures and acts of favoritism by Mr. Parkinson, particularly in reference to the employment of the services of his own sons.' The releases seem to indicate your charges urge acts of 'nepotism' on Mr. Parkinson's part, in placing advertisements of the law firm with an advertising agency with which one of his sons was connected and employing a legal firm, with which another of his sons was connected, as legal counsel for the society.

"Since when did government assume the right to dictate where and how the affairs of private industry should conduct its private affairs so long as the practice is not detrimental to the affairs of the public which may be dealing with the private industry?

"Is it possible that 'the political powers' in Albany who appointed you as superintendent of insurance of the state of New York, under the rule of the New York law making the insurance superintendent an appointive officer, had selected advertising firms through which 'big business', domiciled in New York, should place their advertising and that the failure of those connected with 'big business' to follow the rule, would wreak the vengeance of the appointing power? Is it possible that 'the political powers' responsible for your appointment, had selected private law firms which New York 'big business' should use for legal work and no one connected with 'big business' could break the rule without being penalized? If this be true, then, Mr. Superintendent, I must

assure you, you have truly and faithfully served your masters. If it be not true, then I cannot understand why, when this situation first arose, you did not call a meeting of responsible representatives of the insurance industry and a workable representation of the various insurance commissioners of the states in which the company is licensed, especially those states which, under the N.A.I.C. rule participated in the examination, and talk the matter over, and determine what occasioned the complaints and further determine if the subject really concerned state supervisory action when, in reality, the public was in no manner being injured.

"No, Mr. Superintendent, I cannot condone your actions in this matter. I believe it to be the duty of state insurance supervisor to protect the insuring public, and interfere with internal company operations where such operations are detrimental to the good of the public. The releases made by you have not hinted this question was involved. The financial report and report of company development made under Mr. Parkinson's administration, seemingly negatives any such thought.

"Press reports and comments seemingly wish to raise the point that, in this particular case, you planted the scarecrow of federal supervision in the field of the insurance industry. I have been led to believe that the political ideology of your appointing superior was to leave business to business and keep government out of business. I presume, by your retention of the appointed office, you must be in step with that ideology, or is the phrase business to business and government out of business merely 'double talk'

Philadelphia Life Top Producers Have Miami Beach Rally

With 134 top producers, their wives, and home office officials in attendance, Philadelphia Life staged a Miami Beach convention around the theme "Have Fun". It climaxed a 15-month qualifying period that started in June, 1952.

Speeches, built around "having fun" in the many aspects of company activity, were made by William Elliott, president; Theodore C. Knapp, executive vice-president; Joseph E. Boettner, vice-president and superintendent of agencies; Joseph E. Colen, president of Machined Metals Co., a company director, and Russel G. Gohn, general agent at York, Pa. Mr. Gohn is one of Philadelphia Life's leading producers

to catch the eye of the unwary voter?

"It is my opinion, matters of this description are not the concern of any one insurance department. Such matters concern all of those departments in which a company is licensed to do business. Before any one state insurance supervisor should take it upon himself to act as judge, jury and executioner, he should assemble a representative cross-section of other state insurance supervisors, as well as representatives of the industry and determine the procedure to be taken, or if the matter is so trivial, as, apparently, the Parkinson case seems to be, to expend no further time and energy in the matter."

cers and also a life member of the Million Dollar Round Table.

One of the highlights was "Florida Night", featuring an elaborate outdoor buffet, water show and dancing. The conventioners later went deep-sea fishing.

Florida Commissioner Larson extended greetings at a reception and at the President's banquet E. A. Faircloth, Florida deputy commissioner, spoke on behalf of Mr. Larson who was unable to attend for the entire evening. Mr. Elliott then commented on the importance of performing a sincere and sound service to the public.

Ohio State Names Gilbert General Agent at Dayton

Paul Gilbert has been appointed general agent at Dayton for Ohio State Life. Mr. Gilbert formerly was assistant in the company's agency department. He is a graduate of the Purdue marketing course and a navy veteran.

Metcalfe Is General Agent for Union Mutual Life

Alvin R. Metcalfe, CLU, has been appointed general agent for Union Mutual Life at Albany. His territory includes Albany, Troy and Schenectady, adjacent New York counties, and Bennington county, Vermont.

Mr. Metcalfe, 20 years in the business, formerly was with National Life of Vermont. A specialist in estate planning and business insurance, he succeeds Frank J. Colbert, formerly manager at Albany, resigned.

American Health Advances Three; Meehan Made V.P.

W. Lee Meehan has been named vice-president of American Health and will be in charge of the home office underwriting department. In addition, Benjamin L. Ireland has been appointed assistant vice-president in charge of the claim department, and C. I. Warneke has been named promotional director. American Health is one of the Commercial Credit Co. insurers.

Mr. Meehan has been with Commercial Credit since 1942 and since 1946 has been resident manager at Richmond, Va., for American Health. Mr. Ireland joined American Health in 1948 and before that had been with Union Memorial hospital and also with Maryland Blue Cross. With Commercial Credit since 1946, Mr. Warneke has been with American Health's home office agency department since 1951.

Farrar to Midland National

Midland National Life has appointed Harland W. Farrar field training supervisor in the home office. He entered the business as an agent for Bankers Life of Iowa, and in 1940 went with Prudential. He is a navy veteran and a six consecutive-year winner of the national quality award.

Hahn to Manhattan Life

Erwin W. Hahn has joined Manhattan Life in the home office agency department. Mr. Hahn started in the business with Metropolitan Life in 1927, and after army service served as technical adviser to the VA director of insurance. He later was assistant secretary of Life Office Management Assn. and then went with New England Mutual.

K. C. Life Scroll to Bixby

"A Billion Dollar Greeting from the Billion Dollar Team to President W. E. Bixby" is the inscription on a scroll presented to the president of Kansas City Life by 1,015 agents throughout the country, who during August, Mr. Bixby's birthday month, helped K.C. Life attain \$1 billion of life insurance in force.



THE BIG PAY-OFF!

When all the tabulations were made and totaled after "The Big Pay-Off", 1953 October campaign of Commonwealth's Industrial Department, the submitted business figure zoomed 29.36% above that for the same campaign month in 1952.

Congratulations to the Industrial Department fieldmen whose determined efforts produced such successful results.

INSURANCE IN FORCE, September 30, 1953, \$685,517,457



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THE BOURSE

PHILADELPHIA

Texas Companies This Year Nearly Double 1952 Figure

Eighty-seven new insurance companies were organized in Texas during the fiscal year ended Aug. 31, reports submitted by divisions of the State Board of Insurance Commissioners to Gov. Shivers reveal. The figure compares with 45 additions in 1952. Stock life companies led the field with 61.

New foreign companies operating in Texas failed to keep pace with previous years. Twenty-six entered the state during the past fiscal year, compared with 32 in 1952.

Fifteen Texas companies retired, were reinsured or went into receivership. The loss in foreign companies was 10.

Securities on deposit with the state showed a total of \$344,700,853, an increase of \$29,505,087. Taxes, fees and miscellaneous sums collected by the board increased \$3,551,000 over the previous year to a total of \$20,349,077.

The life insurance division report, signed by the late Commissioner Butler before his death, noted that operations of statewide mutual assessment companies, local mutual aid associations and non-profit group hospitalization services are showing a gradual increase each year. Income during the past year amounted to more than \$40 million and claims paid to more than \$20 million.

Sales of stocks, bonds, debentures and other company securities remain unregulated by state law, the report observed.

Dr. Ungerleider Heads Life Medicine Board

Dr. Harry E. Ungerleider, Equitable Society, was elected chairman of Board of Life Insurance Medicine at its annual meeting at New York City. He replaces Dr. Harold M. Frost, New England Mutual, who was the board's first chairman. Dr. Frost is planning to retire at the end of the year.

Dr. D. Sergeant Pepper, Connecticut Mutual, is vice-chairman, and Dr. J. R. B. Hutchinson, Acacia Mutual, was reelected secretary-treasurer. Named to the board were Dr. Ralph M. Filson, Travelers; Dr. David S. Garner, Shenandoah; Dr. R. C. Montgomery, Manufacturers Life, and Dr. Donald E. Yochem, Farm Bureau Life.

Since its organization in 1951, the board has conducted four lecture courses.

Nominating Committee of LIAMA Is Named

The LIAMA nominating committee has been appointed and will elect a chairman at its first meeting.

William P. Worthington, Home Life of New York, is serving his second term. New members are W. R. Jenkins, Northwestern National; Clyde J. Summerhays, Beneficial Life; Travis T. Wallace, Great American Reserve, and Russell J. Wood, Imperial Life of Canada.

New Equitable Directors

Equitable Society has elected two trust company chairmen as directors. They are Dean Mathey, who is with Empire Trust Co., New York City, and John A. Sibley, Trust Co. of Georgia.

Tells Mich. Farm Bureau Progress

Farm Bureau Life of Michigan is making its first dividend payment to policyholders. Nile L. Vermilion, man-

ager, estimated the company will have sold some \$30 million of insurance by the end of its second year in operation. The company has its home office at Lansing and issued its first policy in September, 1951. It has some 150 agents.

Speakers Named for LAA Editorial, Sales Workshops

With an emphasis on today's need for a result-getting program of advertising, sales promotion, personnel relations and general public relations, two Life Insurance Advertisers Assn. workshops will get under way Nov. 30 at New York City. To be held at the St. Moritz hotel, the shops will continue through Dec. 4.

Life insurance speakers who will address the sales promotion workshop are: Morgan S. Crockford, Excelsior Life; Harvey Kesmodel, Jr., Sun Life of Baltimore; Lewis B. Hendershot, Berkshire Life; Joseph B. Treusch, National A.H.; Seneca M. Gamble, Massachusetts Mutual; Kenneth L. Brooks, Prudential; Robert W. Wildey, Continental American; Charles R. Corcoran, Equitable Society; Robert A. Adams, Provident Mutual; Don M. Clark, Security Mutual, of Nebraska; D. T. McGraw, Acacia Mutual; Paul Duling, Postal Life, and Jack R. Morris, Business Men's Assurance. Mr. Morris is LAA president.

The line-up for the editorial workshop will include: Gordon Hull, Mutual Benefit Life; A. T. Bishop, Metropolitan; James A. Ballew, LIAMA editor; William Sexton, Great Southern Life; Mary Flanagan, Mutual Life; William E. Reimer, Jr., Provident Mutual; Joseph Devanney, Metropolitan; Alan Beck, New England Mutual; Warren F. Reuber, Connecticut Mutual; Lucille Peterson, Metropolitan; George H. Kelley, New York Life, Peter Schaus, Mutual Life; William C. Heimbarg, New York Life, and Messrs. Corcoran, Duling and Morris.

Life of Va. Raises Home Office Men

Five home office executives have been promoted by Life of Virginia.

R. Turner Arrington, assistant vice-president in charge of the policyowners service division, becomes treasurer. John B. Siegel, Jr., assistant secretary, now is assistant vice-president in charge of the bond division. They succeed Herbert B. Lee and H. V. Schenck, treasurer and vice-president in charge of investments respectively, who will retire Dec. 1.

R. Meade Christian, mortgage loan division, and J. H. Binford Peay, Jr., new business division, were advanced from assistant secretary to assistant vice-president. Attis E. Crowe, assistant to the ordinary agency vice-president, was promoted to assistant secretary.

Mr. Arrington has been with the company since 1924. Mr. Siegel joined Life of Virginia in the bond division in 1932. Mr. Peay joined the company in 1930 and is president of Institute of Home Office Underwriters. Mr. Christian went with the company in 1933 and for several years was regional mortgage loan manager at Detroit and Chicago. Mr. Crowe was with New York Life before joining Life of Virginia in 1952.

Fidelity Life Assn. Meets

Fidelity Life Assn. held its first career conference Nov. 16-17 at the home office in Fulton, Ill. Thomas O. Hertzberg, 1st vice-president and di-

rector of sales, was chairman, and Fred W. Zimmerman, director of sales training, was in charge of training projects.

Edward C. Hughes, field supervisor for northern Illinois, spoke on "Repeat Business", and Harold Allen, vice-president and director of sales promotion, reviewed the company's sales aids. President Walter G. Below presented awards to leading producers.

• Clark Wood has been named manager at Little Rock for Republic National Life.

• David F. Horie, general counsel of National Life of Vermont, spoke on "Buy and Sell Agreements" before Roanoke estate planning council.

...and records
show that,
throughout
the length
and breadth
of the nation,
there are few
communities
indeed
without a
policyholder,
annuitant or
beneficiary of
the Sun Life
Assurance
Company of
Canada...

A Service Guide

Valuable Paper Wallets

One or a Thousand

Write for Brochure

J. M. NEWMAN

2328 N. Henderson

Dallas, Texas

E. H. Lane Takes Boston Mutual Helm, Succeeding Benton

Everett H. Lane has been elected president of Boston Mutual Life, succeeding the late Jay R. Benton. Mr. Lane, who has been executive vice-president, graduated from Harvard law school in 1927, and from 1927 to 1937 practiced law with his twin brother in the firm of Lane & Lane. His father, until his death, had for 26 years been associate counsel of Boston Mutual.



Everett H. Lane

Mr. Lane joined the company in 1936 and in 1937 became assistant to the president. In 1940 he was elected assistant secretary and treasurer, and in 1945 became a board member. In 1945, he was elected secretary and treasurer and in 1948 executive vice-president. He is a director of Life Office Management Assn.

2nd Change of Beneficiary Ruled Valid by Fla. Court

The right of a policyholder to change the name of his beneficiary a second time was declared by the Florida supreme court in reversing a decision by the circuit court of Dade county, which denied a widow and second wife of a deceased policyholder proceeds of a life insurance policy. The policy, written by Equitable Society on the life of Thorndyke Cadore, had originally named as beneficiary Cadore's first wife, Martha. When the couple was divorced in 1945, the beneficiary was changed to Robert, Dorothy and Carol Cadore, the couple's three children.

The children, as plaintiffs, brought suit to recover the proceeds of the policy when it was revealed that before Cadore's death he again had changed beneficiary, this time naming his second wife.

The supreme court recognized the existence of a court order at the time of Cadore's divorce, naming his children as beneficiary, but said this should not have influenced the appeals court in finding for the plaintiffs. "This stipulation," it said, "did not constitute a valid gift of the policy."

In ruling for the second wife, Justice Mathews said: "Such change (naming the children) of beneficiary was revokable. The insured still had the right under the terms of the policy to change the beneficiary at will. . . . The insurance company was not a party to the divorce suit, and neither were the children. . . . his second wife. . . . actually paid the premiums. If the premiums had not been paid, the policy would have lapsed under its own terms. . . . The right of the insured to change the beneficiary of an insurance contract where that right is expressly reserved in the insurance policy is undisputed. . . . It is significant that the appellees took no steps to prevent an assignment or gift of the policy, and permitted insurance premiums to be paid by a new beneficiary named by the insured."

Hostettler to Be N.C. Deputy

Commissioner Gold, who took office Nov. 16, has announced that Charles A. Hostettler will continue with the North Carolina insurance department as chief

deputy commissioner. Mr. Hostettler held that post for a year under Commissioner Cheek, who resigned to go with Independence Life.

Mr. Gold also assured other employees of the department that he does not contemplate any personnel changes.

Claim Men Plan Clinic

Chicago Claim Assn. at its Nov. 16 meeting conducted a seminar discussion of life and A&H claim situations. Kenneth Merley of Federal Life was moderator.

Increase in D. C. Premium Tax by .5% Is Proposed

WASHINGTON—Tax on D. C. insurance premiums will be increased from 2% to 2½% if the program of the D. C. commissioners for financing an extensive public works program is authorized by Congress. This increase would yield estimated \$500,000 annual revenue.

S. F. Managers Hear Ackerman

James N. Ackerman, assistant general counsel, Bankers Life of Nebraska,

discussed problems in vesting as they relate to general agents and managers' estates; receipt of commissions at the time of the general agent's retirement and problems having to do with agents' renewals from the general agent's viewpoint, at a luncheon meeting of San Francisco General Agents & Managers Assn.

Dividend Liability Higher

John Hancock Mutual's dividend liability for 1954, which will be in excess of \$52 million, is an increase of about \$4 million above 1953.

ANOTHER "FIRST"
FOR MUTUAL OF NEW YORK
FIELD UNDERWRITERS

The First and Only Complete EMPLOYEE-BENEFIT PLAN

specially designed for Small Business Firms!

FLEXIBLE • ADAPTABLE • ECONOMICAL • EFFICIENT

It's MONY MODULE

A Multiprotection Plan —
and it's Completely New!

MONY Module offers combinations of:

1. Retirement pension for the employee.
2. Death benefits for his dependents.
3. Income to his widow to supplement Social Security.
4. Disability income for the employee.
5. Hospital and surgical benefits for the employee and his family.

The word "Module" means "unit." The Module Plan is made up of a combination of basic units of insurance and pension benefits. It's a "build-your-own, unit-by-unit" plan under which businessmen choose the benefits they want, and pay *only* for the benefits they choose.

Hits a Tremendous Market!

Until the invention of MONY Module, there was no comprehensive employee-benefit plan especially designed for small firms—a market which has expanded greatly in recent years.

Group insurance and annuities—so widely used by larger organizations—do not adequately meet the need in a small firm. And pension trust retirement plans for such groups, using regular retirement policies, are often inflexible and expensive.

Important Advantages of MONY MODULE

1. **Costs less!** More benefits for less cost than other plans for small business firms.
2. **Saves administration costs!** Use of new types of electronic equipment makes policy issue, additions, and administration possible at low costs.
3. **Covers older employees!** Older employees can be given adequate benefits without undue initial heavy investment!
4. **Unit costs grow smaller as plan grows larger!** Because of its unique structure, MONY Module can reduce the unit cost per person as the average size of the benefit per person and number of lives covered increase.

Mutual Of New York
proudly offers this new product
through its Field Underwriters.

MUTUAL OF NEW YORK

"FIRST IN AMERICA"

The Mutual Life Insurance Company of New York
Broadway at 55th Street, New York, N. Y.

WEATHER STAR SIGNALS ON
TOP OF OUR HOME OFFICE
Green Fair
Orange Cloudy
Orange flashing Rain
White flashing Snow



The man who "wasn't ready" to look ahead

One of a series of advertisements appearing in *Life* and *Look* to demonstrate the ways in which life insurance serves typical American families—and to remind families everywhere that "The New York Life Agent in Your Community is a Good Man to Know."

*That was in 1933 . . . but
since then Frank Camin,
with his New York Life agent,
Claude Stubblefield,
has taken a new look . . .*

FRANK CAMIN is what you'd call a successful man. He owns a modern, comfortable house on Iowa Avenue, Fresno, California. He owns and operates a thriving barber & beauty supply shop in Fresno. He has an attractive wife and four children, of whom he is justly proud and for whom he provides a comfortable living.

If you asked Frank Camin today, he'd tell you that he owes a good share of success—and a tremendous amount of peace of mind—to life insurance. Which shows you how a man's viewpoint can change over the years . . .

When Claude Stubblefield, a New York Life agent in Fresno, first spoke with Frank about his life insurance twenty years ago, Frank's first impulse was to turn him down. Frank was only twenty-three years old. He was single. He had no special family responsibilities. His salary, as a clerk in a local barber & beauty supply shop, was modest, indeed.



Peggy and Albert, the two older children, are avid stamp collectors, great ping-pong enthusiasts. Both like to help their Dad at the store after school—Albert "learning the business," Peggy trying out new beauty preparations her father sells.

And so his answer to Claude Stubblefield was, "What's the point of my having life insurance? I'm not ready for it yet!"

However, one of the things Claude Stubblefield had told him about life insurance did appeal to him. That was the fact it builds up cash value as the years go on. And Frank Camin, at twenty-three, already had visions of someday owning a store of his own. It was that incentive, more than anything else, that made him change his mind and take out his first New York Life policy. It was a small one, to be sure—but it was a start.

About two years after that, Frank married and began establishing his own home, began casting about for ways to progress in business. Within a few years he was able to "buy into" another firm as partner, and just before the war he finally went into business for himself in a small way.

While he was in the service during the war, his wife Ruth looked after the children and managed the store. Since the war all of Frank's efforts have been directed toward building up his home and enlarging his beauty supply business.

Meanwhile, as the years went by, Frank Camin and Claude Stubblefield met and revised their original life insurance plan a dozen times or more. As each of the four children arrived, a small policy was taken out to serve as the foundation for "college money" later on. Frank's own life insurance was increased several times. His Government Insurance was converted into ordinary life and included in the over-all plan. Social Security was "figured in." As the needs of the Camin family changed and Frank's investment in his business increased, his insurance program was changed to fit.

To Frank Camin, owning life insurance has already proved its worth many times. At one point just after the war when he had an opportunity to expand his business, a loan on his New York Life insurance policies helped make it possible. A little over a year ago he was again able to take advantage of a chance to increase his inventory—and his earnings—in the same way. Meanwhile, he enjoys an excellent credit rating, because of the added financial backing his life insurance gives him.

If Frank Camin were by any chance to die prematurely, here is what would happen: Ruth Camin and the children would have a monthly income of \$300 for ten years—until Albert, the oldest, is through college. Their home would be theirs, free and clear. And a special New York Life policy for an additional \$10,000 would take care of any business indebtedness and see that the store, too, would go to his family intact and free of any encumbrances.

Or if Frank and Ruth Camin live to retirement age, they will then be able to sell the business, or turn it over to the children, and live comfortably on the income their security program will make possible.

If you would like to find out about starting some long-range plans for the protection of your family or the establishment of financial security for your own later years, write today for our free booklet, "Planning Your Family's Security."

NEW YORK LIFE INSURANCE COMPANY
51 Madison Avenue, New York 10, N. Y.



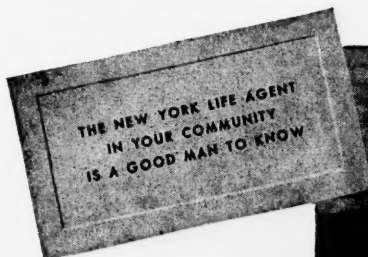
It's not easy to take long vacations when you run your own business. For relaxation, Frank Camin enjoys gardening, likes to take his family picnicking on the beautiful hills outside Fresno when he can.



Neil, the younger boy, is at an age when all things mechanical appeal to him, insists that his toys be kept in working order.



Ruth Camin does up Peggy's hair while her daughter reads—will let her try out a new hair drier Frank has just brought home for "testing."



Meetings like this between Frank Camin and his New York Life agent, Claude Stubblefield, have thus far resulted in a well-knit security program for Frank's wife and family, will help make it easy for his children to take over the business when they grow up.



All names and statements in this advertisement are authentic, and are published by permission.



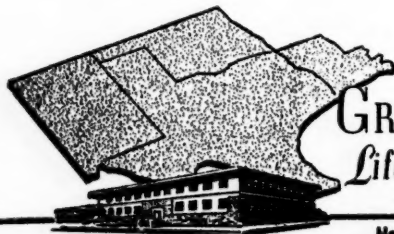
October 1953

..a month we'll long remember

The volume of new business placed by our Great Southerners during October—"Officers' Appreciation Month"—was the greatest for any single month in the history of our Company.

The record set by this corps of successful representatives is a tribute to their capability as Life Underwriters and the character of the Company they so ably represent.

Their achievement is a fitting close to our 44th year and significant evidence of the high spirit of enthusiasm prevalent throughout the entire organization as we begin our 45th year of serving a great people in a great section of our nation.



GREAT SOUTHERN
Life Insurance Company

Home Office Houston, Texas

SERVING A GREAT PEOPLE IN A GREAT SECTION OF OUR NATION

December National Advertising Listed

Following is the national advertising which life companies have reported for December issues of the publications listed. Where no date is indicated the publication is a monthly magazine.

Bankers Life—*Successful Farming*.
John Hancock—*Life*, Dec. 14; *Newsweek*, Dec. 21; *Saturday Evening Post*, Dec. 5; *U. S. News & World Report*, Dec. 18.

Massachusetts Mutual Life—*Newsweek*, Dec. 21; *Saturday Evening Post*, Dec. 12; *Time*, Dec. 14.

Metropolitan Life—*American Business Week*, Dec. 19; *Collier's*, Dec. 25; *Cosmopolitan*; *Forbes*; *Good Housekeeping*; *Ladies' Home Journal*; *McCall's*; *National Geographic*; *Newsweek*, Dec. 21; *Saturday Evening Post*, Dec. 12; *Time*, Dec. 7; *U. S. News & World Report*, Dec. 11; *Woman's Home Companion*.

Mutual Benefit Life—*Fortune*, *Scholastic Magazine*, Dec. 9, 23.

National Life of Vermont—*Nation's Business*; *Time*, Dec. 21.

New York Life—*Collier's*, Dec. 25; *Country Gentleman*; *Ladies' Home Journal*, *McCall's*; *National Geographic*; *Newsweek*, Dec. 21; *Saturday Evening Post*, Dec. 12; *Time*, Dec. 7; *U. S. News & World Report*, Dec. 18.

Phoenix Mutual Life—*Coronet*; *New York Times*, Dec. 6.

Hughes, Actuary, Now V.P. Of National L & A

Norman M. Hughes, actuary of National L & A, has been elected vice-president and actuary. He joined the company in 1938 as associate actuary after experience with Lincoln National and Columbian Mutual. He became actuary in 1945 and joined the board that same year.

He is a charter member of Society of Actuaries and a member of its board of governors.

Commissioner Fight in N. C.

RALEIGH—A contest for insurance commissioner was assured for next year when John N. Frederick, independent adjuster of Charlotte, announced he would be a candidate for the Democratic nomination.

Commissioner Charles F. Gold, who was sworn in on Nov. 16 to succeed Waldo C. Cheek, previously had announced he intended to seek the nomination, which in this state is tantamount to election.

Mr. Frederick ran against Mr. Cheek in 1952. At the next primary in May, 1954, the candidates will be seeking the last two years of Mr. Cheek's term.

Increases Non-Medical Limits

Southern Provident Life of Texas has increased its non-medical limits as follows: ages 0-39, \$10,000; ages 40-44, \$7,500; all ages from 45 and over to be examined. Also, the company has added a 15-year convertible and renewable term plan.

Piedmont Holds Conference

The annual three-day sales conference of Piedmont Life agents was held recently at the home office. S. Russell Bridges, Jr., president, conducted the meetings. Other speakers were William C. Griscom, Atlanta city supervisor; Harold L. Sutton, Jr., company group representative; Charles G. Shepherd, registrar; Fred R. Johnson of Rome, Ga., and J. Cleve Allen, Coral Gables, Fla.



CONGRATULATIONS!

Yes, it's congratulations to our General Agents, Agents and Field Representatives who have been carrying the ball for considerable gains over the year.

We've passed the half-billion dollar goal for total life insurance in force, but The Union Labor Life hasn't stopped moving.

Naturally, there's teamwork involved, with Home Office and Field combining efforts to promote, plan and service the best possible group or individual insurance program for our vast market of potential policyholders.

Security and Service for all

THE UNION LABOR
Life Insurance Company

New York City 21

Matthew Well, President

Growth!

During the first 9 months of 1953, the Lutheran Brotherhood Sales Force produced

\$57,468,566.00

of new life insurance, issued and paid for. This is a

24% Increase

over the sales of new business for the first 9 months of 1952.

Admitted Assets as of Dec. 31, 1952

\$73,919,742.35

Life Insurance in Force Sept. 30, 1953

\$461,950,470.00

THIS IS YOUR LIFE INSURANCE SOCIETY

Lutheran Brotherhood

LEGAL RESERVE LIFE INSURANCE FOR LUTHERANS

608 Second Avenue, South • Minneapolis 5, Minnesota

Company Educational Programs Embrace Trainer, Trainee, Panelists Tell LIAMA

If there were any doubters at the recent LIAMA meeting at Chicago that the life companies are not vitally interested in training their new agents and their trainers as well, there certainly were none left after three panels held there on training were concluded.

Sponsored by the trainer's conference subcommittee of the education and training committee, of which Stanton G. Hale of Mutual Life of New York is chairman, the sessions were held over a two-day period.

Ward Phelps of Mutual Life of New York was moderator for the first panel, "Training in Agency Management", with panelists Milton R. Hamilton of Imperial Life of Canada; Charles G. Heitzberg of Mutual Benefit Life; W. B. Jenkins of Northwestern National Life; Fred S. Sibley of Pacific Mutual Life, and Andrew H. Thomson of New York Life.

The second panel, "Problems of the Training Executive", an evening session, was moderated by Horace R. Smith of Connecticut Mutual Life. Participating were Mr. Thomson; John K. Luther, Aetna Life; H. Curtis Reed of Travelers; Mr. Hamilton; Mr. Sibley, Mr. Phelps, Harold W. Gardiner of Northwestern Mutual Life; Homer C. Chaney of New England Mutual Life; C. L. McPherson of Massachusetts Mutual Life; J. Carlton Smith of Southwestern Life, and Lester S. Roscoe of Occidental Life of California.

The final trainer's conference, "Problems of Training Agents", the last morning, had as moderator Mr. Gardiner, and the panelists were Messrs. Luther, Roscoe, Chaney, Reed, McPherson, and J. C. Smith.

At the first trainer's conference Mr. Hamilton said all his company's appointments are made from the ranks, that there is a group in training at all times. The unit manager gets \$100 to \$175 a month and devotes approximately one third of his time in the beginning to unit management activities but he continues with personal selling. If he does not make the grade as a manager he can easily adjust to personal production. If he is successful as a manager, the salary increases and selling decreases. When an agent becomes a unit manager he goes to the home office for two weeks to study recruiting and training and human relations, and once a year all unit managers return to the home office for a review of the year's results. The unit manager's appointment lasts about three years until a branch opens up where he can become a manager. Just previous to this he again goes to the home office, this time for three months. He also travels to agencies to assist the manager in recruiting projects.

Mr. Heitzberg said, "The obvious purpose of our management training program is to develop and maintain a sizable reservoir of experienced management men obtainable for appointment as general agents. We found out a long time ago that our general agents are more capable of doing the job than we home office theoreticians, so ours is a field training program tailor-made to fit the individual. It usually calls for some personal selling, recruiting training and supervising and an accelerated study course of our own devis-

ing." There are monthly reports from the trainee and from the general agent. The trainee also attends home office schools and there is usually a substantial home office allowance supplemented by the general agent and personal commissions.

Mr. Jenkins said his company's training program has been going on 10 years and that even at times of

critical shortage it will not go outside the organization to fill any major home office agency or field agency management post. The program is open only to agents of the company who have been in the field at least two years. Experienced men from other companies must start as field agents and go through each step of training, post-selection, schooling, etc., although these men may be switched to management training short of two years.

Mr. Jenkins stressed giving the trainees the "first shot at all good jobs. Unless you adhere to such a rule, your

training problem will become quickly and hopelessly undermined." Management training is a full-time salaried job and the trainer is a full-time specialist in management training. He emphasized that the trainee must make a substantial contribution to his own training in that his company requires a move to a divisional office away from his own territory at a modest salary level, which is less than his earnings as a field man.

"We do not do this out of penury or the desire to humiliate the trainee; we

(CONTINUED ON PAGE 16)

MARKET WISE... MARKET READY

Here's the latest in Great-West Life's aids to organized selling—a new Sales Guide to Business Life Insurance. This practical and comprehensive approach to Business Life Insurance planning puts potent power behind the sales efforts of Company representatives.

The Sales Guide to Business Life Insurance and all the related material is another example of how Great-West Life is alert to the changing needs of business and ready with help and support for its field men.

THE
GREAT-WEST LIFE
ASSURANCE COMPANY
HEAD OFFICE - WINNIPEG, CANADA

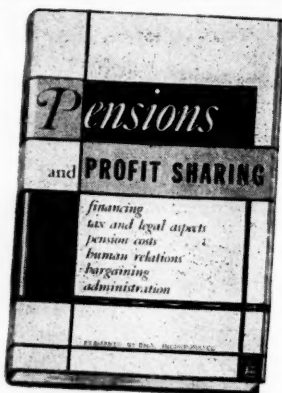
YOU CAN BOOST YOUR GROUP INSURANCE SALES

with the invaluable help
you'll get from this
timely new book on

PENSIONS

written for the layman
by these 7 leading experts

Herman C. Biegel Fleming Bomar
George B. Buck, Jr. William M. Fellers
Austin M. Fisher A. D. Marshall
John B. St. John



Industrial pensions are not only top priority in both management and union planning this year—but a tremendous opportunity for insurance-selling.

So you will welcome this up-to-the-minute, thorough, reliable guide to pension planning—BNA's just-off-the-press **PENSIONS AND PROFIT SHARING**. You can depend on it to open up new industrial accounts by gearing your sales approach to today's pension trend.

In non-technical language, seven of the country's outstanding experts on pension planning have brought together under one cover:

tried and tested methods of designing a pension plan to fit individual circumstances,

tax and legal angles of importance to your clients and prospects,

alternate techniques which can be used in financing a plan,

realistic cost estimates,

pros and cons of profit sharing as a medium of retirement income,

bargaining arguments and tactics your prospects and clients should know in negotiating with a union.

We invite you to size up **PENSIONS AND PROFIT SHARING** yourself for ten days without obligation. Just sign and mail the order form below.

BNA Incorporated, Dep't. 10
1231 24th St. N. W. Washington 7, D. C.

Yes! Please enter our 10 day approval order for _____ copies of "Pensions and Profit Sharing" at \$5.50 each, with the understanding that they may be returned if we are not entirely satisfied.

NAME _____

ORGANIZATION _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

SIGNED _____

W.O.W., Omaha, Appoints Rosenblum P.R. Director

Horace L. Rosenblum, for 34 years with the headquarters staff of Woodmen of the World of Omaha, has been appointed director of public relations. This is a new department.



H. L. Rosenblum

Mr. Rosenblum has been active in the National Fraternal Congress and has done effective work in publicizing its activities. He is a past president of its press section. He also is a founder and past president of the Omaha Society of Associated Industrial Editors.

Leland A. Larson has been appointed editor to succeed Mr. Rosenblum and Mrs. Virginia M. Poucher is the new assistant editor.

Part of Mr. Larson's army service was in public relations work and he covered the war crimes trials at Yokohama. He joined Woodmen Magazine's editorial staff in 1949.

Mrs. Poucher started with Woodmen of the World in 1926 and for 11 years has been a staff writer and women's page columnist of the magazine.

Midland Mutual Appoints Payne at Grand Rapids

Edwin B. Payne has been named general agent at Grand Rapids for Midland Mutual Life, handling 10 counties in west Michigan.

Pacific Mutual Appoints Bradford General Agent

Harold W. Bradford, formerly supervisor of agency training of Pacific Mutual, has been named general agent for the company at Portland, Ore. Mr. Bradford joined Pacific Mutual at Kansas City in 1951, later became agency supervisor there, and in 1952 went to the home office. He succeeds J. Royce Tomkin, who resigned as general agent last September.

Teachers Ins. & Annuity Elects Nichols Treasurer

Richard F. F. Nichols, investment officer of Teachers Insurance & Annuity, has been elected treasurer of both TIAA and College Retirement Equities Fund, TIAA affiliate.

Mr. Nichols succeeds Parker Moore, who is retiring. He has been with Teachers since 1934 and before that was in the investment business.

Dr. Roger Adams, University of Illinois, has been elected a trustee of TIAA, and both he and Richard H. Mansfield, vice-president of Rockefeller Center, Inc., have been named trustees of CREF.

Mr. Nichols joined TIAA in 1930 and since 1947 has served successively as assistant treasurer and investment officer. Dr. Adams heads the department of chemistry and chemical engineering at University of Illinois. Mr. Mansfield is a director of Equitable Society and a trustee of Atlantic Mutual.

Teegarden Heads New Cal. Agency of Bankers, Neb.

Bankers Life of Nebraska has named Robert C. Teegarden general agent for a newly established agency at San Jose, Cal.

An army veteran, Mr. Teegarden entered the business in 1940 as a Connecticut Mutual Life agent at Portland, Ore. He later served as an agent and supervisor there for Bankers Life of Iowa.

National, Vt., Names Heidel General Agent at Albany

National Life of Vermont has appointed John B. Heidel, supervisor of agencies, as general agent at Albany, succeeding R. Roy Casey. The appointment is effective Dec. 1. Mr. Casey, who will return to personal production, has headed the agency since 1944.

Mr. Heidel joined National Life at Cedar Rapids, Ia., in 1935, transferring to the home office in 1951.

R. C. Manning Occidental General Agent at Rockford

Russell C. Manning, Jr., formerly assistant manager for Western & Southern Life at Rockford, Ill., has been appointed general agent there for Occidental Life of California. Mr. Manning entered the business with Western & Southern in 1946. He is a navy veteran.

Schmohl to Homesteaders

Charles A. Schmohl has been appointed general agent at Kansas City for Homesteaders Life of Des Moines. He has been in the business at Kansas City for nine years and for the past three years has been general agent for Guarantee Mutual. Mr. Schmohl's territory will include northwestern Missouri.

Hospital Assn. to Convert

State Hospital Assn. of Tarboro, N. C., plans to convert from a hospital and medical service corporation to a stock A. & H. or life company.

Larry P. Eagles, president, has called a meeting of certificate holders for Dec. 30, to take action on the proposed charter amendments.

The North Carolina department said the company has a surplus of about \$135,000. Under the conversion plan submitted to the department, each of the 2,000 policyholders will be given credits toward purchase of \$100 par value preferred stock in proportion to their interest in the \$135,000. Also, each policyholder will be given the right to buy one share of voting common stock of \$1 par value at \$1.50.

A Complete Line of Coverage

Life Insurance

Accident & Health

Hospitalization

Medical-Surgical

Excellent Opportunities for Capable Salesmen

Bankers Life & Casualty Company

John D. MacArthur, President

Chicago 30, Illinois

annuity insurer

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Rogers General Counsel, Harrell and Moore Ass't. V.-P.'s of Gulf

William H. Rogers, Jacksonville at-
torney, has been appointed general
counsel of Gulf Life, succeeding the
late Scott M. Loftin, who was a mem-
ber of the board as well as general
counsel. The board vacancy will not
be filled until the company's annual
meeting in February.

Gulf also has promoted Hardy M.
Harrell, secretary, and Joseph B.
Moore, mortgage loan officer, to as-
sistant vice-presidents.

Mr. Rogers, a partner in the law
firm of Rogers, Towers and Bailey,
was president of the Jacksonville bar
in 1918 and the Florida bar in 1935.
He is a director of American Judicial
Society and a trustee of Jackson-
ville Junior College.

Mr. Harrell, with the company more
than 26 years, was named assistant
secretary in 1933, treasurer in 1948,
and secretary earlier this year. Mr.
Moore joined the company this year
as mortgage loan officer. He had been
president of the Moore & Slack Mort-
gage Co. of Miami.

Sublett Succeeds Grobe as Head of Cal. Congress

Charles S. Sublett, Omaha Wood-
men, succeeded Otto J. Grobe, Mod-
ern Woodmen, as president of Cali-
fornia Fraternal Congress at the
election meeting held at the group's
annual convention at Hollywood, Cal.

Other new officers are: Arthur J.
Barrett, Jr., Woodmen of the World,
1st vice-president; Alvin E. Grimm,
Aid Association for Lutherans, 2nd
vice-president; Doris E. Johnson, Mac-
cabees, reelected treasurer; Charles E.
Kelly, secretary, and Mabel Palmer
Lyle, Women's Benefit Assn., chap-
lain.

Among the speakers were Califor-
nia Commissioner Maloney, William
Montgomery, executive secretary to
Los Angeles Mayor Poulson; and Mr.
Barrett, who gave the annual report.
A theme, "How to Raise Your Sights
as a Fraternal Field Worker", was
discussed by a panel consisting of
Herbert Johnson, assistant superin-
tendent of agencies of Lutheran Broth-
erhood; B. C. Hallum, E. A. Gienapp,
Hilmer Berg, P. D. Smith, Leora Gon-
zales, and Adolph Erickson.

Named Agency Assistant

Boyd Montgomery has been appoint-
ed agency assistant for Ohio State
Life. He will visit agencies throughout
the United States, assisting general
agents in training and supervision.

Mr. Montgomery has been with the
company more than eight years and
has just completed two and a half
years as supervisor in the Mansfield
(O.) agency. He is a Purdue institute
graduate and an army air force veteran
of the last war.

Fete Leading Producers

A luncheon and dinner at Beverly
Hills for leading California producers
of Central Standard Life marked the
half-way point in their fall roundup
contest now in progress. Arthur Lewis,
director of western agencies, was host,
and Alexander MacArthur, vice-pres-
ident, was guest of honor.

Old Age Benefits Analyzed

A new book, "Improving Social
Security", published by U. S. Chamber
of Commerce, analyzes the present
federal security program for the aged
and the chamber's proposal to cover
all aged workers under OASI and place

the system on a pay-as-you-go basis.
Subjects include background of the
present program, development of pro-

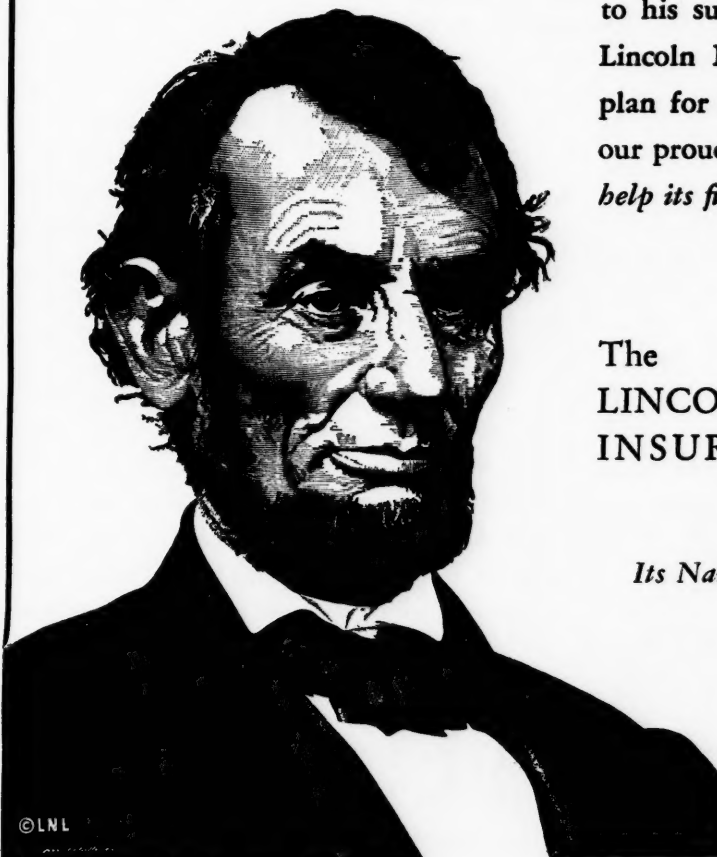
grams, forecasts, effects of the chamber
proposal on state programs, OASI's
principal shortcomings, analysis of

exemptions, minimum benefits and
financing OASI benefits for the pres-
ent aged.

OUR AGENTS' RETIREMENT PLAN

The qualified LNL agent benefits liberally under his company's retirement plan.
He is rewarded according to his length of service and insurance in force. And,
after 65, he may continue to write business and receive commissions in addition

to his substantial retirement benefits.
Lincoln National's liberal retirement
plan for agents is another reason for
our proud claim that *LNL is geared to
help its field men.*



The
LINCOLN NATIONAL LIFE
INSURANCE COMPANY

Fort Wayne, Indiana

Its Name Indicates Its Character

WHERE TO SAVE TIME ON LARGE CASES?

CHECK OUR HIGH RETENTION & EXCELLENT REINSURANCE FACILITIES

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YOUR OWN COMPANY FIRST . . . THEN

THE
MANUFACTURERS LIFE

1903 • 50 YEARS IN THE UNITED STATES • 1953

to **HELP SAVE** LIFE INSURANCE

ACACIA'S

The Soviet inspired Stockholm Peace Petition which was published in 1950 and which deceived so many good Americans clearly showed how insidiously the Communists were trying to bring about a Sovietized America. In an endeavor to turn the spotlight of truth on the artful and diabolical deception practiced in this petition, William Montgomery, Acacia's President, made a talk at an Agency Meeting of the Company, entitled "If Communism Prevails Life Insurance Fails."

Recalling how the Russians immediately confiscated all of the assets of the German life insurance companies in the Eastern Zone of Occupation following World War II, made them state-owned institutions, and in lieu of the protection they had, gave each policyholder a certificate representing a fraction of the face amount of their former policies, Mr. Montgomery emphasized that should Communism prevail in the United States, the first business the Communists would destroy would be life insurance. They would liquidate the assets of the companies — wipe out the dollars that belong to policyholders — cancel all insurance in force — make everyone dependent on the state for security.

Today more than 90 million Americans own 300 billion dollars of life insurance protection and the accumulated assets of the companies now total 75 billion dollars. To most people life insurance is their most treasured possession because in many cases it is about all they have to leave to their families and they cheerfully sacrifice many personal pleasures to maintain it. Mr. Montgomery's talk gave many of those who heard it their first real understanding of the Red Menace and hundreds of requests for copies poured into Acacia's Home Office. To meet the demand it was published in pamphlet form and a copy was sent to each Acacia policyholder as an enclosure with the annual nomination blank for directors.

Letters of commendation were received from all over the land and this overwhelming response convinced us that the American People were aroused and eagerly seeking an opportunity to take positive action

ACACIA MUTUAL

WILLIAM MONTGOMERY, *PRESIDENT*



INSURANCE... *not to* **SELL** IT

A'S CRUSADE AGAINST COMMUNISM

against Communism. We therefore felt it our duty as well as our responsibility to do whatever we could to start a nationwide Crusade Against Communism. In furtherance of this decision, we published an ad in Time Magazine under the caption "It Makes Sense To Me" and for the first time offered publicly to supply copies of our pamphlet "If Communism Prevails Life Insurance Fails." The requests continued to pour in and almost before we knew it more than a million copies of Mr. Montgomery's talk had been distributed.

The letters we received contained an almost universal question, "What Can I Personally Do To Help Combat Communism?" In response thereto we prepared a simple, non-controversial 8-point program which if followed by Americans in their every day lives would, we believed, help defeat this serious threat to our internal security. This program we had printed on pocket-size cards. In June 1952, in an advertisement headed "Give Us This Day," we published this program. Its simplicity appealed to the people and literally thousands of them volunteered to help place pocket-size cards in the hands of more Americans. Requests have been received from every State in the Union and from as far away as Japan, Korea, Australia, England, Sweden and Arabia. A missionary in South Africa requested 300 pamphlets. Schools of all kinds, churches of all denominations, military installations, political clubs, civic, service and veterans organizations, women's clubs, hospitals, labor groups, large and small business concerns—all have helped distribute nearly three million copies to date. In Gary, Indiana, at the request of the Gary Memorial American Legion Post No. 17, we have just supplied 75,000 copies which, with the help of many hundreds of veterans, will be distributed to the people in that city.

The number of letters received from the youth of our land surprised and pleased us. One in particular from a 12 year old boy in Texas was so indicative of their interest in combatting Communism that we published it as a public-service advertisement under the caption "Meet Michael Patrick." It first appeared on August 30, 1953 and resulted in our receiving during the months of September and October alone, more than 3,000 letters asking for more than 250,000 copies of our pamphlet, "You Can Help Combat Communism." No wonder Mr. Kenneth Wells, President of Freedoms Foundation, in awarding his organization's Honor Medal to Acacia, said, "If the insurance companies of this land would sponsor an industry-wide campaign against Communism, it would be one of the greatest contributions they could make to the future security of our nation." Such a campaign would dramatize to the world the opposition of the American People to Communism and everything it stands for.

To date Acacia has distributed nearly 6 million anti-communism pamphlets entirely free of charge. Some folks have voluntarily sent us money and stamps to cover printing and mailing costs, but these have always been returned. We also instructed our fieldmen that they must not use the Campaign in any way to promote the sale of life insurance. What we are doing is done solely from a desire to contribute to the best of our ability to the great effort we Americans must make if we are to defeat the insidious efforts of the Communists to destroy our American way of life. If through this public service program Acacia is contributing anything at all to America's future security and thus to the security of life insurance we are accomplishing our objective.

ALL LIFE INSURANCE COMPANY

51 LOUISIANA AVE., N.W. WASHINGTON 1, D. C.

EDITORIAL COMMENT

State Action Is Overshadowed

In the light of developments we think it was a mistake that the New York insurance department conducted in secret its recent hearings on the prevalence of kickbacks and such in connection with group insurance transactions. It was a nice question at the time whether the meetings should be open in whole or in part, and we certainly don't intend to pass a harsh judgment here. State supervision would have gotten a fuller measure of credit for having first faced up to the problem if the hearings had been opened to the newspapers and the chips had been

allowed to fall where they may. It would have been drilled into more heads that way that the insurance supervisory officials were aware of practices that needed ventilating and had initiated an investigation. It is true that even with the secret hearings there were news stories, but these fade in public memory in contrast to the headlines being caused by the Congressional committee at Detroit this week and we fear that many will wrongly credit the federal government with having originated the inquiry.

How to Get More NALU Trustee Candidates

What can be done about getting more men and women interested in running for positions on the National Assn. of Life Underwriters board of trustees? Each year the nominating committee works diligently but its perennial problem is lack of a large enough field of candidates. In at least one recent year the committee actually had to persuade men to run so as to have a slate of the required size.

Part of this problem is doubtless due to a genuine reluctance to take on the job of work that necessarily accompanies the high honor of being an N.A.L.U. trustee. But a considerable share of the difficulty is a "What's the use?" attitude among too many local associations and their logical candidates for N.A.L.U. office. They are too prone to feel that a candidate from a small or even medium-sized association hasn't a chance against those put forward by a numerically strong, well-organized association, particularly one having the backing of other active associations in the area.

There is likely to be the feeling that these larger units are better integrated, have more political savvy as a result of many years of putting candidates in the ring, and taken together constitute an unbeatable combination.

Because of these compulsions toward a defeatist attitude, the election last August of Howard C. Ries, Equitable Society, Everett, Wash., and C. L. O'Quinn, Laurel, Miss., to the board of trustees stands out as an encouraging indication that it doesn't necessarily take a big association with long seasoning in N.A.L.U. politics to get one of its members elected to N.A.L.U. office.

Nevertheless, there is a great need for associations that have been inactive or not particularly active in promoting candidates for N.A.L.U. to stir up interest in this in their respective bailiwicks. It is as vital to these associations

as to any others to have a strong representative board of trustees running N.A.L.U.'s affairs.

We have a suggestion that might help bring forward good trustee material from associations that have not been a source of candidates: Within a short time, traditionally soon after the first of the year, the nominating committee will be sending out its bulletin to the presidents and executive committeemen of local and state associations, asking for nominees, together with endorsements. Mightn't it be useful to send along with this bulletin an informal request, merely asking each recipient for the names of the three members of his association he considers the best qualified to be trustees of N.A.L.U. Those getting these requests would be asked to send them as quickly as possible to the chairman, who this year is Oren Pritchard, Union Central, Indianapolis.

Prompt answering would present no problem, for it would involve no indication of the proposed candidate's availability. It would merely be a way of helping the nominating committee learn who the local and state association leaders think are the best qualified men or women in their localities to be members of the N.A.L.U. board.

Asking for names on this informal basis and without endorsement and without guarantee as to availability would, we believe, give the nominating committee a vastly greater number of good prospects to select from and, if need be, to persuade to run despite genuine reluctance. For it seems likely that a good part of the failure of all but a handful of associations each year to advance the names of favorite sons is that they don't want to go through the motions of picking a candidate, getting his consent to put him forward, and seeing that he has the endorsement of both his local and state associations

unless there seems to be a particularly good reason for thinking he will win a place on the board. All these preliminaries seem like a mountainous task to an organization unaccustomed to them.

By having a raft of names on this informal basis the nominating committee would be in a position to use its influence early in the game and not have to wait and fill out the slate by means of long distance telephone calls, as happened once in the last few years.

The use of centers of influence to suggest names of prospects, making it easy for the prospect to say yes; and

applying powers of persuasion to those that are reluctant to say yes, are all part of the standard techniques of life insurance selling. Why not apply them to selling the role of trustee candidate to likely prospects?

It may be argued that the high office of N.A.L.U. trustee shouldn't have to be "sold" but the lesson of experience is that selling is often needed to get the best qualified men to run. The being so, the better the selling—and prospecting—job, the more likely is the result to be the best qualified board of trustees.

PERSONAL SIDE OF THE BUSINESS

Pierce P. Brooks, president of National Bankers Life of Dallas, will receive an honorary doctor of laws degree from Chapman college, southern California, at a ceremony during a special banquet in Los Angeles, Dec. 12.

Ben Glasgow, general agent for Guardian Life at Memphis, has been elected president of the city's Army-Navy Club.

Agostino Potestio, Occidental Life of California, Portland, Ore., was presented the Star of Solidarity by the Italian government at a banquet at Portland, held to honor Mr. Potestio for his assistance in helping in the postwar reconstruction of Italy.

Edward Fitzsimmons, secretary of Manhattan Life, was married at South Ozone Park, N. Y., to Margaret Watkins. The bride had been Mr. Fitzsimmons' secretary for five years.

James H. Lipscomb, Jr., general agent in Florida for New England Mutual, has been elected to the board of Jacksonville Federal Savings & Loan Assn.

Old time insurance people noted with interest the publicity about Miss Darby Day Smith having been accepted by the Roger Wagner choral group of Los Angeles to appear on their concert tours. She is a dramatic soprano that attended Illinois Wesleyan music school. Her name is that of the famous old time life insurance general agent of Chicago who was first for many years with Mutual Life and then was with Union Central Life. In his latter days he also had gathered together an assortment of casualty companies, along with Fire Insurance Company of Chicago. These all collapsed. It turns out that Miss Smith is the daughter of George P. Smith of Bloomington, Ill., who is a local insurance agent there. Mr. Smith was connected with Darby Day in the Mutual Life general agency at Chicago 1914 to 1917, and was a Darby Day man from start to finish. He told Darby Day that he would name his first boy for him. However, his first two

children were girls and finally before the arrival of the third, Mr. Smith said that regardless of whether this was a boy or a girl it was going to be named Darby Day. Hence, it is Miss Darby Day Smith. Mr. Smith has been in the local agency business since 1925 at Bloomington.

Mrs. Ellen Hahne Hunsberger of Manhattan Life's advertising and public relations department won \$250 in the New York Daily News caption-writing contest for baby pictures. The baby in the picture looked sentimental and half-tearful. Mrs. Hunsberger's caption: "...after 40 years of service—a gold watch! Gentlemen, I don't know what to say."

A. B. Waggoner of Nashville, who in a recent Mutual Life sales contest placed first in the southern region and among the first 10 nationally in number of applications, has three sons in the business. A. B. Waggoner, Jr. and Fred L. Waggoner also are with the company's Nashville agency, and a third son, Leland T. Waggoner, is Mutual's manager at Boston.

Robert F. Wechsel, vice-president and treasurer of Great National Life, has been named a director in National Federation of Security Analysts, and Louis F. Evans, investment department of the same company, has been elected general chairman of the Dallas Junior Chamber of Commerce's fellowship committee.

R. L. Maclellan, president of Provident Life & Accident, was elected a director of the American National Bank at Chattanooga. R. J. Maclellan, his father, chairman of the Provident board, has been a director of this bank for 31 years.

James P. Walsh, vice-president of Thexton, Earls & Lemley, Cincinnati employe benefit plan consultants, has been appointed to serve on the new President's commission on judicial and Congressional salaries by President Eisenhower. He joined the firm earlier this year after serving from 1946 to 1953 as assistant secretary-treasurer of the union label trade department of

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—LIFE INSURANCE EDITION

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BOSTON 11, MASS.—307 Essex St., Rm. 421, Tel. Liberty 2-1402. Roy H. Lang, New England Manager.

CHICAGO 4, ILL.—175 W. Jackson Blvd., Tel. Wabash 2-2704. O. E. Schwartz, Chicago Mgr. A. J. Wheeler, Resident Manager.

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Assistant Editors: Ellsworth A. Cordeeman William H. Faltyssek and Warren Kayes.

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DALLAS 1, TEXAS—708 Employers Insurance Bldg., Tel. Prospect 1127. Alfred E. Cadia, Southwestern Manager.

DETROIT 26, MICH.—407 Lafayette Bldg., Tel. Woodward 1-2344. A. J. Edwards, Resident Manager.

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Advertising Manager: Raymond J. O'Brien.

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MINNEAPOLIS 2, MINN.—558 Northwestern Bank Bldg., Tel. Main 5417. Howard J. Meyer, Resident Manager.

NEW YORK 28, N. Y.—99 John Street, Room 1103, Tel. Beekman 3-3958. Ralph E. Richman, Vice-Pres.; J. T. Curtin, Resident Manager.

Howard J. Burrage, President.

Louis H. Martin, Vice-President.

Joseph H. Head, Secretary.

John Z. Herschede, Treasurer.

420 E. Fourth St., Cincinnati 2, Ohio.

OMAHA 2, NEBR.—610 Keeline Bldg., Tel. Atlantic 3416. Clarence W. Hammel, Resident Manager.

PHILADELPHIA 9, PA.—123 S. Broad Street, Room 1127, Tel. Pennypacker 5-3706. E. H. Fredrikson, Resident Manager.

PITTSBURGH 22, PA.—303 Columbia Bldg., Tel. Court 1-2494. Bernard J. Gold, Resident Manager.

SAN FRANCISCO 4, CAL.—507 Flatiron Bldg., Tel. Exbrook 3-3054. F. W. Bland, Pacific Coast Manager.

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American Federation of Labor and exhibit manager of the AFL Union Industries Show. He administers the Hotel & Restaurant Employees health and welfare fund for the firm, with which he will continue to be associated since his appointment is on a part time basis. W. T. Earls, a partner, is immediate past chairman of the Million Dollar Round Table and general agent of Mutual Benefit Life.

A. H. Thiemann is 2nd vice-president of New York Life but in River-side, Conn., where the Thiemanns live, he is more famous as the father of Susan, 18, now a Smith College sophomore, who is widely known for her participation in local church and school activities. "Suki Thiemann's Father Promoted" was the way the community newspaper, the *Old Greenwich Village Gazette*, headlined Mr. Thiemann's recent advancement in New York Life executive ranks.

DEATHS

THOMAS F. MEAGHER, assistant secretary of New England Mutual, died at the age of 62. He was in charge of coordination of home office departments since he joined the company in 1935 and had introduced several innovations which have become standard in office equipment and procedure.

THOMAS P. SPENCER, 68, retired assistant counsel of Prudential, died at his home in Bloomfield, N. J. He had been with Prudential 30 years before retiring three years ago. He received his law degree from Harvard and later practiced in Washington, D.C.

ROBERT M. WALMSLEY, who, according to newspaper obituary notices, was insurance commissioner of Louisiana from 1927 to 1931, died at New Orleans at the age of 63. He was a brother of T. Semmes Walmsley, who was mayor of New Orleans from 1930 to 1936. He was in the insurance business at New Orleans from 1915 to 1933.

DR. M. L. GRAVES, 86, former chairman and medical director of American General Life, died in Methodist hospital at Houston. Dr. Graves, who had an illustrious medical career, in 1925 became vice-president and medical director of Seaboard Life, now

American General. In 1942 he was elected chairman, serving in that capacity until his retirement when he was made honorary chairman. A son, Dr. Ghent Graves, is medical director of American General.

VERNON S. MOLLENAUER, CLU, general agent for Connecticut Mutual Life at Philadelphia, died suddenly last week. He joined the company in 1928 as an agent at Pittsburgh, later ad-



VERNON S. MOLLENAUER

vanced to supervisor there, and in 1941 was appointed general agent at Philadelphia.

He was winner of the 1952 president's award for excellence in new organization development and his agency was among the largest in the company. He was a graduate of Carnegie Tech and a trustee of Lankenau hospital.

MARTIN H. IMM, president of St. Paul Hospital & Casualty, and his nephew, Robert Imm, were killed when the four place Navion plane that Martin Imm was piloting crashed about 15 miles west of Milwaukee. Mr. Imm had qualified for his pilot's license only two weeks prior to that. He flew from St. Paul Sunday morning to Mankato, Minn., to get his nephew who was the son of Senator Val Imm, and publisher of Mankato News. Then they started off on what was to have been

a business trip for Mr. Imm to Milwaukee.

Martin Imm was 51 years of age and his nephew was 20. Mrs. Imm was at Providence at the time with her 15 year old daughter, Karen, where they were visiting with Martin Imm, Jr., who is a student at Brown.

Mr. Imm was also president of Des Moines Casualty and Wisconsin Casualty Assn. of Milwaukee, both of which are A&H companies.

PAUL F. JONES, president of National Casualty of Detroit and former Illinois insurance director, died Monday evening at his home at Danville, Ill., at the age of 55. He had a siege of the flu and had been resting about three weeks upon medical advice since he had suffered a heart attack about four or five years ago and had to be on guard. He became president of National Casualty when control of that company was purchased by the Farm Bureau companies of Ohio and he had been accustomed to being at Detroit part of each week and at Danville over the week ends.

At Danville he was a member of the law firm of Jones, Sebat & Swanson and he was at one time U.S. district attorney there. One of his sons was just recently appointed assistant U.S. district attorney at Danville. He was Illinois insurance director from 1941 to 1944 and then for a time was connected with the Chicago law firm of Ekern & Meyers, as well as handling his local practice at Danville. He was local counsel in the famous Great Atlantic & Pacific anti-trust case that centered at Danville. He attended Northwestern University and Michigan law school.

PAUL S. STEVER, 58, general agent for National Reserve Life at San Antonio, died at his home there of a heart attack.

EDWIN J. PRAHL, district agent at Milwaukee for John Hancock, died. Mr. Prahl was in the Milwaukee south district since 1943 and was on disability leave at the time of his death.

JOHN L. GALLOWAY, 57, superintendent at Gulfport Miss., for Standard Life of Miss., died at Gulfport Memorial Hospital.

CLARENCE W. FOX, retired assistant district manager at Aurora, Ill., for

LIAMA Gives Dates For '54 Meetings, Agency Schools

LIAMA has announced dates for its meetings and schools in agency management for next year.

Meetings: March 15-17, agency management conference (formerly small companies committee), Edgewater Beach hotel, Chicago; March 17-19, A & H spring meeting, Edgewater Beach hotel, Chicago; April 26-28, combination companies conference, Homestead, Hot Springs, Va.; May 10-12, agency officers round table, Inn; Williamsburg, Va.; Nov. 8-12, annual meeting, Edgewater Beach hotel, Chicago.

Schools: March 29-April 9, (combination) Daytona Plaza hotel, Daytona Beach, Fla.; March 29-April 9, (ordinary) Huntington, Pasadena, Cal.; April 26-May 7, (ordinary) Baker hotel, Mineral Wells, Tex.; May 10-21, (ordinary) Lodge, Williamsburg, Va.; May 17-22, first assistant managers school (ordinary), Kellogg Center, Michigan State, East Lansing.

Also, June 14-25, (ordinary), Chalfonte hotel, Atlantic City; June 12-26, (combination), University of Connecticut, Storrs; July 12-23, (ordinary), Edgewater Beach hotel, Chicago; July 26-August 6, (ordinary), Edgewater Beach hotel, Chicago.

Ins. Co. of Oregon Being Formed at Portland

Ins. Co. of Oregon is in the process of organization at Portland, with authorized capital of \$500,000. The company is being licensed as Oregon's first domestic multiple line company and it will initially write only A&H and credit life covers. The bulk of the stock already is subscribed.

Heading the incorporating group and serving as the temporary president is John C. F. Merryfield, who has been with Connecticut Mutual Life. Among the other incorporators is Malcolm L. Williams, Oregon manager for Guardian Life.

John Hancock, died. He was at Aurora from 1931 to 1948, when he retired.

JACOB O. KUCH, 80, supervisor at Anderson, Ind., for Prudential, died after an illness of two years.



There are Unusual Opportunities in Other States, Too!

Similar fine organizational opportunities await other good men in various cities and groups of counties (and other states yet to be developed) throughout the country. You, too, will deal direct with the home office. We are now in the process of building a vast organization of top producers to participate in our 50th Anniversary Celebration. But meanwhile profit immeasurably by representing us NOW! Better act quickly!

These Five Fertile Fields Await Profitable Cultivation!

In an active program to build business in ILLINOIS, WISCONSIN, CALIFORNIA, PENNSYLVANIA and SOUTH DAKOTA, this strong, aggressive life company seeks high-calibre men. If you live in any of these states, learn what a splendid future you can have by growing with us.

This can well prove to be an unusual LIFE opportunity to develop business by appointing sub-agencies and selling our portfolio of time-tested insurance. You will have direct contact with the home office. Immediate field training and sales assistance will be provided personally by our State Manager at no cost to you. You will also be further backed by proved and profitable promotions to develop leads that will help you make sales and obtain agents. If you have the ability, this is your chance to build a fine and lucrative agency. Are YOU the man in your state who can grasp this opportunity?

• Phone, wire or write quickly to Alexander MacArthur, Vice-President.

CENTRAL STANDARD LIFE
Founded 1905—
INSURANCE COMPANY

211 W. Wacker Drive

Chicago 6

Hold LIAMA Trainer Panels on Grass Roots Level

(CONTINUED FROM PAGE 9)

do not want the training program to be attractive financially to just any man who wants to get off an agent's job."

Mr. Jenkins also advised treating the trainees well after they have gone through their paces and at the end of the training period every effort must be made to completely satisfy the trainee in whatever job it develops he is best fitted for. "If what he wants is

not available when he is ready, continue him in some capacity at increased income until what he wants is available."

Mr. Thomson opined that management training should be separated from any other agency department function, such as agent training. His company has a division of management training in the home office as the direct responsibility of superintendent of agencies and feels that the field training of managers and assistant managers, even though carried out under the direction of divisional vice-presidents is the

Conference Held by Minn. Mutual General Agents

Sales and management were discussed at a three-day meeting at St. Paul by 128 general agents of Minnesota Mutual. The meeting followed a two-day conference of the company's field council, organized last year to establish closer working relationship between the home office and field forces.

home office responsibility. There is a home office school for newly appointed assistant managers and after proving their ability to recruit and train men for several years, they are appointed training supervisors and move with their families to the home office where they spend one or two years—half the time in the home office and the other half in one or more of the geographical divisions to which they have been assigned. Biennially managers attend a national managers meeting devoted entirely to the fundamentals of agency management. During the year they meet in smaller, territorial groups.

Mr. Sibley's company also keeps on hand sufficient qualified reserves so that opportunities in the field or the home office can be filled from within. First of all, the general agent must recommend a man for consideration as a supervisor in his agency. If the company is in agreement with his choice, it allows the general agent a subsidy of \$300 a month for three years. In addition, the general agent pays the supervisor an override of 10% on the commissions earned by men inducted and trained by the supervisor or those who are under his supervision. The supervisor attends home office schools where he learns the principles of the company's recruiting and training plans. His progress is checked by activity reports and agency visits, and after two years, the successful supervisor joins the home office rotating staff. When he is ready to go into the field as a general agent, he goes back to the home office after having several months experience with the job of agency building in the agency from which he originated. After his appointment as a general agent he is under close supervision by a member of the rotating staff. Within the first year he returns to the home office for a week of intensive retraining in techniques of recruiting, training and field supervision.

The session that evening heard Chairman Smith lead off with an outline of the administrative setup of Connecticut Mutual Life for training the trainer, as did the other members of the panel. Mr. Smith said all of their sales supervision is on an invitational basis and that none of the agency officials visited agencies except by

invitation. He described his company's education department and also mentioned a home office clipping service by which leads are furnished to agents, which produces a recorded \$5 million annually, as well as an unestimable amount of collateral business.

Mr. Thomson said New York Life keeps management and field training very closely interlocked but there is no training of agents at the home office, which is all done at branch office level. Training for new agents is virtually compulsory.

Imperial Life has a joint superintendency, Mr. Hamilton said, covering management, recruiting, conservation, production and home office administration. There is a home office school on a quarterly basis and a correspondence course—formerly administered from the home office training department but now done by the managers.

Mr. Luther described the two-section plan used by Aetna Life, which includes home office schools and supervision of agency training on an actual on-the-job basis at the agencies.

New England Mutual operates the management training program on a horizontal basis, said Mr. Chaney, with everyone from the president on down taking some part in providing the material, inspiration, etc., for the general agents and managers, who do the actual training. Their general agents' association executive committee handles the course.

Mr. Gardiner said Northwestern Mutual Life's training program works on a vertical basis. As to training programs for general agents, much more will have to be done for them before the industry can go further in training agents, who are now receiving far more advanced training than that the former group receives, he stated. No training program is compulsory.

Mr. Phelps of Mutual Life of New York told his listeners not to close their minds to the fact that what large companies are doing for training can work

Hall Is L. A. Speaker

Stewart L. Hall, assistant director of field training of Occidental Life, was the speaker at the November meeting of A. & H. Managers club of Los Angeles. His subject was turnover of agents. He said there are three kinds of agents: 10% will succeed, 10% will fail, and another 80% will be affected one way or the other by the supervision they receive.

Hold Postal Life Karduna Meet

A. A. Karduna, Postal Life general agent in Brooklyn, held a dinner meeting during which Emil Kaselitz, agency secretary, and Paul Duling, director of sales promotion, addressed the group to "kick off" the agency's winter campaign. Mr. Kaselitz spoke on Postal's new "jumping" juvenile plan and renewable-convertible five year term policy. Mr. Karduna described the individualized underwriting practices of the company in helping brokers place their business, and the new 20 pay endowment at age 85. Mr. Duling spoke on the company's promotional material. The Karduna agency, appointed a year and a half ago, ranks seventh in the company for the year and among the top six for the month.

● Fred A. Shuler, district manager at Altoona, Pa., for Prudential since 1948, has assumed charge at Greensburg, Pa., filling the vacancy created by the continuing illness of Jesse W. Holmes. Mr. Schuler has been with Prudential since 1928.



Beneficial THOUGHTS

Those things within a man that lift his soul and exalt his spirit are not found in the realm of mortar and brick, but in the "intangible" feeling that he loves and is loved, and in the feeling of peace in his heart toward life and all men. Without these "intangibles" life would be empty, indeed. The strength of these spiritual values finds expression in honor of home and family and in men voluntarily paying billions of dollars to purchase life insurance.

BENEFICIAL LIFE

Insurance



Company

David O. McKay, Pres.

Salt Lake City - Utah

AMERICAN RESERVE LIFE

HOME OFFICE—OMAHA, NEBRASKA

Raymond F. Low, President

Harold R. Hutchinson, Exec. V. P.

Frank W. Frensley, Agency V. P.

Life—Health—Accident—Hospital

We're Having Fun Going Nuts!

Since George, our actuary, designed the lowest premium ordinary life policy issued by any American company and we coupled it with national advertising this Home Office has been a mad house. But, oh what fun watching those apps roll in! If you can put up with our "madness," you're welcome to broker this policy of the year—the new "Gold Standard." Write me direct.

—Harry V. Wade, President



STANDARD LIFE INSURANCE CO. of IND.
INDIANAPOLIS, INDIANA

GENERAL AGENCIES OPEN IN Arkansas • Arizona • California • Delaware • Florida • Georgia • Illinois • Indiana • Kentucky • Louisiana • Maryland • Michigan • Missouri • New Mexico • Pennsylvania • Tennessee • Texas • Virginia • West Virginia

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just as well for small or medium-sized companies.

Mr. Smith pointed out that correspondence courses are offered from the home office of Southwestern Life to free the manager to do his duties. The courses are closely allied with the sales promotion department.

Mr. McPherson said Massachusetts Mutual was completely vertical in its program and that there are five different areas in the agency department, although not all concerned with out and out training, each complementing each other in this direction.

Mr. Sibley said Pacific Mutual does all of its agent training on a correspondence basis and that home office training is concerned principally with management.

At the final conference, devoted to agent training, Mr. Gardiner, the moderator, said "The major premise in Northwestern Mutual training is that the actual training process is conducted by the general agent. We prepare the material and outline the procedure, but the real instruction takes place on a man-to-man basis between the salesman and his general agent." He pointed out that all of the company's training material is beamed toward helping the general agent do the training job rather than attempting to do it for him. "In preparing our plan, we also recognize that our salesman will require training in two directions, that is, he must acquire selling skills and he needs essential information. These parallel aspects are maintained throughout our entire training program."

The home office school at Northwestern is a career school and this extends over a period of two weeks. "We get only good men in our career school," Mr. Gardiner said. The requirements are several—at least six months as a life underwriter with the company, must have completed the previous training courses, must have the unqualified endorsement and approval of his general agent. Mr. Gardiner emphasized that the CLU is the natural objective of every well-trained agent and Northwestern is increasing its emphasis on this study.

Mr. Reed told of his company's program, which divides the first year of operation into two main parts—basic training program for the first eight months of the new agent's career and the next four months during which he concentrates largely on the markets that are most natural for him.


"The second and third year our man needs much refresher training and assistance and at the same time there are units which he has not taken which he may wish to complete in his second and third years. Basically, after the first year we encourage training by our local manager in the units not elected the first year. After the second year we offer refresher training in any of the units of the career program that have not been taken previously. We encourage CLU after the first year career course is completed."

Mr. McPherson pointed out that, as in the Northwestern Mutual's plan, the general agents are responsible for the new agents and, too, the home office is responsible for providing sound and well-organized materials, practical tools and supplementing and reinforcing field training by home office schools and regional seminars.

Southwestern Life's program is divided into three phases: field training, study courses, and sales training



New officers of Institute of Home Office Underwriters, elected at the annual meeting at Chicago, are, front row, left to right, William H. Harrison, Security Mutual Life, retiring president; J. H. B. Peay, Jr., Life of Virginia, president; James D. Renn, Peninsular Life, executive vice-president; C. Edwin Carlson, Continental Assurance, vice-president and editor, and John F. Duston, Equitable of Iowa, secretary-treasurer. Second row, same order, Ray E. Button, Republic National, publicity director; and these members of the executive committee: Charles A. Will, Guardian Life; James Q. Taylor, Northwestern National; T. Bertram Anderson, Jr., Connecticut General; Douglas M. Ibbott, Southwestern Life; William F. Morris, Life of Georgia, and Herman S. Lindy, Delta Life.



EVERY MEMBER of the FAMILY

The bulk of the protection should be on the life of the
income-producer of the family, of course.

But the uncertainty of the future applies to every mem-
ber of the family, and the death of any one of them brings
an economic shock greater today than ever before.

We have always offered Life Insurance on every member
of the family, including the baby.

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Home Office: NASHVILLE, TENNESSEE

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smoothes the way

In sailing, balance is essential
to successful performance.
In a life insurance company,
success is attained by a balance of
past performance, present progress
and future objectives.

Fidelity is
a well-balanced company.



The FIDELITY MUTUAL LIFE INSURANCE COMPANY

THE PARKWAY AT FAIRMOUNT AVENUE
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ON THE MOVE

A new home is on the horizon for Liberty Life—the result of steady growth and expansion through the years, especially during the last decade.

To provide additional facilities and to prepare for future progress, we are constructing a completely new Home Office Building, expressly designed for our particular needs.

When completed, it will be the largest and most modern office structure in our home state of South Carolina . . . and will enable us to render increased services to our policyholders and field representatives.



FOUNDED 1905

LIBERTY LIFE INSURANCE COMPANY

Home Office
GREENVILLE, SOUTH CAROLINA

FINANCIAL FREEDOM FOR THE FAMILY

schools, Mr. Smith told the meeting. Each manager recruits the new men for his district, and then the supervisor takes over and does everything possible to put them over in the life insurance business. All supervisory training takes place in the agent's home town. The supervisor teaches the new man the fundamentals which he must know in order to engage in his earliest field work.

In the second phase of the program, the study courses are administered from the home office by the sales training division. A new man is required to send to the home office a weekly report of his field activities for two years, and is required to complete the basic and intermediate courses.

"We have a series of five schools," Mr. Smith said, "all of which are held in our home office city. The company bears all the expense of school attendance. The only requirements are satisfactory progress in the study course and the approval of the manager. Those of CLU caliber are then encouraged to begin the CLU course."

Mr. Smith was given public recognition at the meeting for developing a CLU study course administered by correspondence for those agents not located near study groups.

Mr. Luther described the Aetna Life program, pointing out that all of the full-time salesmen, during the initial training period, learn not only fundamentals and programming, but also business insurance fundamentals. The administration of the initial training phase can be done in one of two ways, he said. First, it can be administered in the agency completely. The second method is for the salesman to start his training in a four-week home office programming school.

The second phase of the program covers estate planning, business insurance, and employee incentive plans. "There appears to be a very urgent need for an organized system of follow-through on the training of individual salesmen and their sales activity during the formative period of their career," Mr. Luther said.

"New England Mutual Life being a general agency company does not make any of its training or educational courses mandatory," Mr. Chaney said. "However, I am happy to say for the most part our general agents accept in principle and in practice much of what we recommend."

The company gives a preliminary indoctrination course prior to contracting a man or putting him under any financing plan. This is given for 20 to 60 days before the recruit leaves his present job. He begins his career underwriting correspondence course, and meets with the trainer or general agent once a week for two hours. For the next six months to a year after he is under contract, the general agent and trainer guide him through this basic training course which includes prospecting, selling for single needs and programming.

"Following this refresher course we suggest to the general agent that his new man study our coordinated estates course, and that he begin the study of our advance underwriting course. As a company we have advocated the close and critical scrutiny of a man's progress after his second quarter to determine his fitness for the business," Mr. Chaney declared. "Various other intermediate courses which are available are suggested to the trainee who now may be in his second or third year

of business. We believe that every agent who expects to make a career in life insurance should have the CLU designation."

The initial program at Massachusetts Mutual lasts from two to three weeks, with the agencies getting the new man into the field not later than the third week under contract. The majority of its agencies start the new man on the package selling of specific needs and guide him into basic programming before the completion of the foundation course. Some, however, start the new man on basic programming. A few start the field training with senior programming. In many agencies, the type of selling in which the new man is initially trained varies with the age, prior experience, and type of prospects of the individual trainees. Mr. McPherson declared.

"We encourage our representative to enroll in the LUTC class as a part of their intermediate training and we reimburse them for half of the tuition if they pass the examinations," Mr. McPherson said. "We actively promote CLU study and reimburse for all fees as the examinations are passed."

Mr. Roscoe said, "We feel that although it is the responsibility of the home office to provide the manager or trainer with a constant flow of effective training tools, he should be the sole judge of the number of lessons to be assigned to a particular agent; the order or sequence in which they should be given, and the length of time allowed for completion."

"A Guide to Basic Training" is the foundation of Occidental's program. Supplementing this guide the company uses a series of audio-visual sales albums, each album containing a recording, a copy of the script which is followed while listening to the recording, and also supporting material such as sample direct-mail letters and brochures.

Every newly contracted agent is enrolled in the correspondence course—"Principles and Practices of Personal Insurance." When this is completed and if, in the opinion of the manager, the agent is ready and qualified for further study, he may enroll in either the R&R career course or LUTC. Mr. Roscoe said. If he completes these courses, he may then enroll in the R&R tax and business insurance course. "The CLU designation is the final phase in an agent's training. We shall continue to encourage our qualified agents to seek the designation, and in all probability will increase next year's training budget to assist them in meeting tuition and other fees," Mr. Roscoe stated.

Praise for Pension Book

"Pensions and Profit Sharing," the recently-published book by Bureau of National Affairs, is receiving plaudits and commendation from people in the life insurance business. Articles, by contributors who are authorities in their respective fields, include present-day pension plans, tax and legal aspects, financing pension plans, costs and cost experience, deferred profit-sharing plans, bargaining on pensions, administration of these plans, and the part human relations plays in their development.

Copies may be obtained at \$5.50 each from Bureau of National Affairs, 1231 24th street, N. W., Washington, D. C.

Course for San Antonio CLU's

San Antonio CLU chapter is planning to hold a refresher course for members each Monday afternoon for the remainder of the year.

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New officers of Postal Life General Agents Assn.: Philip H. J. Wang, New York City, secretary; A. M. Civin, Buffalo, vice-president; Milton Altschul, New York City, president; Alvin Wolff, New York City, immediate past president, and Edwin J. Fey, Syracuse, treasurer.

Insurer Proves Absence of Contract, Wins Suit

Ohio supreme court has reversed a decision by the court of common pleas of Hardin county, which had awarded beneficiaries of a deceased policyholder of John Hancock \$8,000. The company, defendant in the final action of the case, won a reversal on its statement that all conditions in two \$5,000 and one \$3,000 policies written on the life of John H. Paul were not complied with.

Judge Guernsey reversed the appeals court's decision after hearing evidence presented by attorneys for the company which detailed the history of the policies. It was stated that Paul executed an application for insurance Nov. 20, 1946, and was declared insurable following a medical examination Nov. 21. On Dec. 10, 1946, he gave to the Ralph W. Hoyer general agency at Columbus checks for \$200.80 and for \$60.24 as payment for the first premiums, and on Dec. 13, 1946, he was killed.

Appeals court's decision was reversed when it was revealed that the checks were returned by the drawee bank marked "maker deceased" and were not paid, and that the policies were not actually issued to the applicant. The court declared, "The execution and delivery of the checks for premiums by said Paul to the defendant company did not have the effect in any way of modifying the quoted conditions in the application as to the taking effect of the policies or contracts of insurance." These conditions stated that coverage would be effective upon date of issue of the policies, and it was shown they never had been.

Further, it was revealed that Paul originally had applied for a \$4,000 double indemnity policy, that the company refused to accept applications for policies of less than \$5,000 of the "preferred risk" type and that Paul acquiesced. Therefore, the court said, the plaintiff beneficiaries could not maintain an action for recovery in the double indemnity \$4,000 policy. "In fact, there is nothing to prove that the minds of said Paul and the defendant insurance company ever met in such a manner as to constitute a contract of insurance by the company on the life of Paul for any amount whatsoever."

Shatters Last Year's Record

Pacific Mutual's annual sales contest already has exceeded the company's total 1952 record production by 13%. The 75 competing general agencies turned in business averaging 162% of their quotas. Final results of the contest will be announced in mid-December, deadline for paid-for business.

Jefferson Standard Ups Dividends

Jefferson Standard Life has announced a new dividend scale, effective

Jan. 1, 1954, providing increased dividends on policies issued since 1947. Sales material is being revised to reflect the increased dividends and to illustrate the effect of payment of 4% interest on dividends left with the company to accumulate. Jefferson Standard, according to the announcement, has never paid less than 4% on dividend accumulations and policy proceeds left at interest. The increase follows closely a recent decrease in premiums on non-par policies.

New York Life Dividends to Be Raised \$11 Million

New York Life will pay a record amount in dividends to policyholders in 1954. Approximately \$76,600,000 will be reserved as compared with \$65,600,000 in 1953. Of the \$11 million increase, about \$3,600,000 is due to growth of the company and \$7,400,000 represents an increase in the scale of dividends.

The company also is increasing the rate of interest declared on funds left under supplementary contracts, and dividends left on deposit, from 2½% in 1953 to 3% in 1954.

CLU Talks in Booklet

PHILADELPHIA — The American College has issued in booklet form the addresses delivered at the American College hour and the annual C.L.U. conferment exercises of the American College at Cleveland during the Na-

tional Assn. of Life Underwriters annual convention. Included are the talks of Julian S. Myrick, Mutual Life, chairman of the American College, and President John S. Millis of Western Reserve University at the American College hour; and of President David McCahan and President Emeritus S. S. Huebner of the American College during the conferment exercises. The book is titled *Educational Progress in Life Underwriting*.

Crowley Elected President of States Mutual, Houston

William A. Crowley, Dallas, has been elected president of States Mutual Life of Houston and has announced plans to move the home office to Dallas.

Mr. Crowley formerly was general agent for Girard Life and Guardian International, and is past president of Texas A & H Underwriters Assn.

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Successful Selling Needs

Additional General Agency appointments available in Michigan, Ohio, Indiana, Illinois, Minnesota, Iowa, and Florida
R. E. IMIG
Agency Vice-President

A GENERAL AGENCY COMPANY

- 1 A full line of life policies with attractive term riders that offer liberal provisions.
- 2 Complete Sickness, Accident and Hospital coverage with 9 new streamlined policies.
- 3 Home Office training schools.
- 4 Career contracts.
- 5 Production clubs, conventions, awards, excellent sales aids.

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HOME OFFICE: MILWAUKEE

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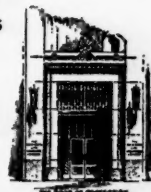
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AND WE NEED MEN
FOR MANAGEMENT.
WRITE TODAY.**

Let's Go!

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- An Unusually Complete Line of Juvenile Policies
- Substantial 1st Year Commissions
- Up to 9 Years Vested Renewal Commission
- Lifetime Compensation
- Liberal Disability Income
- Substandard Service
- Quick Sale Packages Plus The Famous "Insured Savings", "Money Saver", "Time Buyer" Plans

THE OHIO STATE LIFE
Insurance Company

Columbus 15, Ohio



Claris Adams, Pres.

Frank L. Barnes, 1st V.P. and Director of Agencies

When you sell

Mutual Trust

your prospects gain the advantage of:

1. LOW NET COSTS
2. FLEXIBLE SETTLEMENT OPTIONS
3. NET LEVEL PREMIUM RESERVES
4. A STRONG SURPLUS

Mutual Trust is soundly and economically managed for the benefit of its policyholders on a purely mutual basis with a strong general agency force operating in a stable territory.

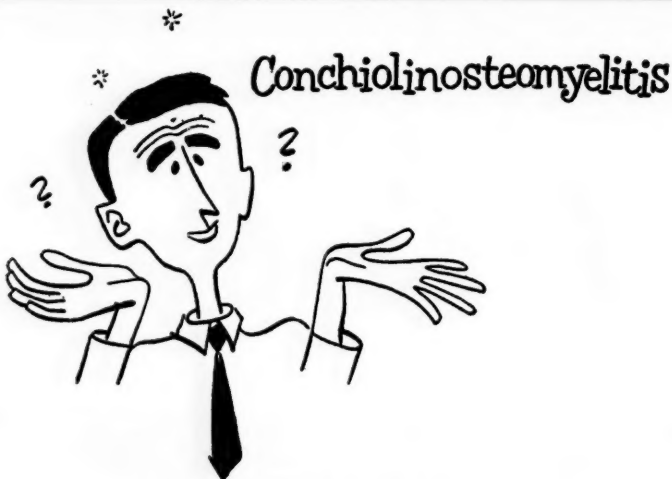
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Exceptional Field Opportunities Available...

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the Agency
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Conchiolynosteomyelitis

Ever hear of it? It's a form of bone inflammation that workers in mother-of-pearl sometimes come up with. But whether it's Conchiolynosteomyelitis or just plain flu, our new Gold Medal Accident & Sickness plan covers it. In fact, this plan covers every ailment known to medical science. Another good reason why Nalacs find it easy to build for profit and permanence.

NORTH AMERICAN
Life and Casualty Company



Founded 1896

HOME OFFICE: MINNEAPOLIS, MINNESOTA

H. P. SKOGLUND, President

J. E. SCHOLEFIELD, C. L. U.

Vice President, Director of Agencies

Fidelity Mutual Reports \$800 Million in Force

A total of \$800 million insurance in force, set as a year's goal by Fidelity Mutual to mark its 75th anniversary in December, has been realized. The \$76 million of new paid business to mid-November was greater than that for any comparable period in the history of the company. Insurance in force has approximately doubled in the last 10 years.

Name Jarboe General Agent, Transfer Reader to N. H.

Massachusetts Mutual has appointed Sydney W. Jarboe general agent in its new agency at San Diego, serving San Diego and Imperial counties, and



S. W. Jarboe



R. R. Reader

has shifted Ronald R. Reader, formerly general agent at Lawrence, Mass., to the helm of its Manchester, N.H., agency, covering New Hampshire and eastern Massachusetts.

Mr. Jarboe has been in the business eight years. Mr. Reader, who joined the company in 1945, was named general agent at Lawrence in 1950. Both men are veterans.

N. Y. Life Raises Martell

Grant A. Martell has been promoted from assistant vice-president to 2nd vice-president in the investment department of New York Life.

Mr. Martell joined the company as a public utilities security analyst in 1936. He was made assistant manager in 1948. He became an assistant treasurer a year later and in 1951 he was promoted to assistant vice-president. He was discharged by the navy in 1944 with the rank of lieutenant commander.



G. A. Martell

Pacific Mutual A&H Revision

A completely new edition of policy contracts has been introduced by Pacific Mutual Life in its 5-way division, which includes all A & H benefits issued in conjunction with life insurance. Principal contractual change is inclusion of a premium waiver clause in all policies providing monthly indemnity.

The company now will issue A & H monthly indemnity benefits up to \$400 per month to men, and up to \$200 per month to women, in preferred occupations. Hospital indemnity will be issued in amounts up to \$15 per day. The maximum age at issue has been extended to 59 for men and 54 for women.

New Central National Policy

Central National Life of Omaha will have a new life policy ready in January and available Feb. 1, to commemorate the Omaha Centennial in 1964. The policy introduces a new conversion

privilege whereby the insurance can be converted to a higher or lower premium payment plan without evidence of insurability. It will also feature a completely new return premium benefits covering both death and disability.

Travelers Increases Year End Extra Dividend \$3

Travelers has declared an extra dividend of \$5 per share payable Dec. 12 to stock of record Dec. 1, in addition to the usual quarterly dividend of a share. This compares with an extra of \$2 per share that has been paid since 1949. Thus the distribution this year will be \$17 per share against \$14 in recent years.

Anderson, Hewitt Named

Travelers has transferred Harry Anderson, life and A&H manager at Indianapolis, to manager at Grand



H. O. Anderson



E. J. Hewitt

Rapids, and has promoted E. Joseph Hewitt, Jr., assistant manager at Norfolk, to manager at Indianapolis, succeeding Mr. Anderson.

Mr. Anderson joined Travelers as a field supervisor at Detroit in 1921, was appointed assistant manager there in 1941, and moved to Indianapolis as manager in 1950. Mr. Hewitt went with Travelers as a field supervisor at Wilmington, Del., in 1946, was promoted to assistant manager there in 1950, and in 1952 transferred to Norfolk as assistant manager.

Ebersol Toronto Speaker

Gene C. Ebersol, Milwaukee, divisional agency supervisor of North American Life & Casualty and a director of International A & H Assn. spoke on "Our Opportunities" at a meeting of Ontario Assn. of A & H Underwriters at Toronto.

Compton, Lange Elected

Ray T. Compton and E. A. Lange have been elected vice-presidents of National Bankers Life.

Mr. Compton, formerly office manager and assistant vice-president, has been with the company three years and Mr. Lange, who has been agency director and assistant vice-president, went with the company four years ago.

A Happy Coincidence

Jack Wilson, the mythical character in a New York Life advertisement, "When Our Ship Comes In," turned out to have a true-life counterpart in the person of John M. (Jack) Wilson, vice-president in charge of sales of National Cash Register Co. To add to the coincidence, the New York Life ad and an article by Mr. Wilson both appeared in the Saturday Evening Post.

Unfortunately, the article by Mr. Wilson did not deal with life insurance. This kind of magic is too good to be true. However, he did write, for another publication, an article on the business, "See It Through the Prospect's Eyes."

And, yes, Mr. Wilson is a New York Life policyholder.

Prudential Sees 1954 Business Virtually on Par with 1953

NEWARK—Despite predictions of some experts that the general level of business next year will be 5 to 10% under 1953, Prudential holds that 1954 should be virtually on a par with 1953. Said Dr. Gordon W. McKinley, head of Prudential's economic staff: "Declines in government purchases, capital expenditures and home building, plus a reduction in inventory accumulation, will be offset in large measure by a sharp increase in consumer buying."

Callahan Sees Broad Field for Keyman A & H Cover

With a 52% corporation income tax rate, few large businesses and even fewer small ones can build a contingency reserve to carry out the moral and sometimes legal requirement of continuing an executive or key man's pay during protracted disability. Tom Callahan, Time, Milwaukee, president of International Assn. of A & H Underwriters, reminded members of the Indiana association at Indianapolis.

"The capacity of the individual to build his own contingency reserve for disability is even poorer," he declared. "If, as government statistics report, the average man is \$200 in debt at the end of the year, how can he afford to be disabled?"

Having contacts in big corporations is not necessary to writing a large volume of keyman A & H. Mr. Callahan reported. "One person in 40 is today a business proprietor, and the vast majority of businesses are small businesses employing four or fewer people. In other words, prospects are all around you, right among the people to whom you are selling every day, and the small proprietor needs keyman for the protection of his business every bit as much if not more than does the large corporation."

Group, franchise or individual policies may be used for keyman coverage, Mr. Callahan said. "Each has its advantages in particular cases, but remember this: Group is inelastic; franchise is more elastic, and most elastic of all is the individual policy."

Be sure the policy is adequate, he urged in closing. "Don't let them blame you later for an inadequate claim check."

Special guests were Claude Jones, general agent Connecticut Mutual, Indianapolis, trustee of NALU, and Leon Lawhead, general agent National Life of Vermont, president of Indianapolis Assn. of Life Underwriters.

Buffalo Trust Council Elects

Clifford H. Cox, vice-president in charge of trust department administration of the Marine Trust Co., was elected president of Buffalo Life Insurance, Trust & Banking Council at the annual meeting. He succeeds Joseph E. Bright, pension consultant.

Maurice S. Tabor, general agent of Travelers, is vice-president; William C. Uhrhan, Trust Liberty Bank, secretary, and Charles C. Browning, manager New York Life, treasurer.

L. A. Supervisors Meet

"Plans for Doing More in Fifty-Four" was the theme of a panel discussion before Los Angeles Life Agency Supervisors Assn. Participants were William M. Klove, manager Equitable Society; Ralph W. Fischer, supervisor Northwestern Mutual, and Ken Campbell, Prudential.

Hammer Joins Victory in Okla.

Harry Hammer has joined Victory Life of Kansas as a supervisor in Okla-

homa. The company is planning to establish agencies in that state shortly. Mr. Hammer formerly was with National L. & A. at Tulsa and Security Benefit Life at Wichita.

American College Briefs Instructors in CLU

Methods of teaching CLU classes was the theme of four educational conferences conducted by the American College at San Francisco, Fort Worth, Chicago, and St. Louis.

In charge of the meetings were Dr. David McCahan and Dr. Davis W. Gregg, president and dean respectively of the American College.

Subjects included "Characteristics of Successful C.L.U. Candidates", "Pros and Cons of the One-Part-a-Year Plan", "Conducting Effective Classes" and "Causes of Failure".

Participants included Leroy G. Steinbeck, managing director of American Society of CLU; Arthur W. Mason, Jr., director of college relations, and Walter B. Wheeler, director of field services, both of the American College, and Howard Clarke, insurance professor of Northwestern University.

Guardian's 1954 Dividend Scale to be 12.9% Higher

Guardian Life in 1954 will distribute \$4,600,000 in dividends, an increase of 12.9% over 1953. The increase provides for larger dividends on most forms of CSO policies at the higher ages, reflecting the improvement in mortality at those ages since the adoption of the CSO table.

Higher dividends will be paid on all policies issued after September, 1934, that include an accidental death benefit provision. The additional dividend will be 25 cents per thousand.

On policy proceeds left under a settlement option, the rate of interest paid or credited in 1954 will be increased to 3% whenever the guaranteed rate is lower than 3%. This rate will apply whether proceeds are withdrawable or not. On all dividends left to accumulate at interest, the rate will be continued at 3%.

The first year dividend in 1954 on all A & H policies, except thriftmaster and hospital expense plans, will again be 10% of the annual premium. Second year dividends, with the same exceptions, will range from 10% to 15%.

To Boost Capital, Surplus

Beneficial Fire & Casualty has applied to the California department for a permit to issue to its parent company, Beneficial Standard Life, 16,000 shares of \$12.60 per value preferred stock at \$25.00 per share and 350,000 shares of \$1 per value common stock at \$2.20 per share, both issues to be paid for in cash for a total of \$1,710,000. Of this amount \$550,000 is to be added to capital and \$620,000 to paid-in surplus.

LA Managers Hear Panel

Los Angeles life managers heard a panel discussion on planning operations for the coming year. Moderator was Robert L. Woods, Massachusetts Mutual Life, and participants were Walter G. Gastil, Connecticut General; Ray J. Habert, John Hancock, and Gerald W. Page, Provident Mutual.

Capital Now \$500,000

Stockholders of Preferred Life, Dallas, have voted to increase capital to an authorized amount of \$500,000, with a paid-in capital of \$250,000. This is the fifth increase in capital since the company's organization in 1947. Largent Parks is president

Elect International Life Member of LIAMA

International Life of Austin has been elected to membership in LIAMA, and these four other companies are now associate members: Australian Mutual Provident Society, Sydney; Campagne Belge d'Assurances Generales sur la Vie, Belgium; N. V. Verzekeringsbank Victoria, Amsterdam, Holland; and National Life of the Philippines, Manila.

U. S. members now number 186. There are 32 member companies in Canada and 30 associate members, located in 15 foreign countries.

The small companies committee is now the agency management conference, as a result of action at the November board of directors meeting at Chicago. Frank L. Whitbeck, Jr., vice-president and director of agencies of Union Life, is conference chairman.

Credit Life Insurer of Markel Interests Licensed

Fidelity Bankers Life, which has been in the process of formation at Richmond, Va., by the Markel interests, now has been licensed in Virginia to write credit life and A&H covers. Its offices are in the Central National Bank building.

President is Stanley B. Markel, vice-president of American Fidelity & Casualty and American Fidelity Fire. Irving Markel, who is president of American F&C, and American Fidelity Fire, is a vice-president, as are Lewis and Milton Markel, both also vice-presidents of the two property insurers. Edward S. Hirschler, Richmond attorney, is secretary-treasurer. All of the officers are directors.

Fidelity Bankers has issued 42,000 shares of \$1 par value common stock and a similar number of shares of \$5 par value preferred stock, all for cash or government bonds, giving a cash surplus of \$168,000.

Though it will operate only in Virginia initially, the company plans to enter other states later.

Olshen Named President of Pacific Actuaries

New president of Actuarial Club of the Pacific States is A. C. Olshen, West Coast Life. He succeeds Gordon Bingham, actuary of Northern Life. Other officers are: Vice-president, Arnold B. Brown, Metropolitan Life, and secretary, G. F. Waites of Coates, Herfurth & England, consulting actuaries.

Panel Session at Seattle

The November luncheon meeting of Washington Assn. of A&H Underwriters at Seattle was highlighted by a panel discussion.

Participants were Len Eskelin, Occidental Life of California, moderator; J. Philip Wolgemuth, Provident Mutual Life; Bruce H. Rogers, Rogers Insurance Service, and Howard Coffey, Mutual Benefit H&A. A&H coverage for business men, sales and prospecting were discussed. M. W. Bronson, Occidental Life of California, was program chairman.

Why Pru Scale Is for 2 Months

Noting that Prudential's dividend announcement for ordinary policies covered only the first two months of 1954, a subscriber has asked whether this is due to some requirement of the New Jersey law. There is no requirement but the Prudential has been handling its dividend commitments in this way for many years, making decision in December for the final 10 months of the coming year for ordinary dividends and the entire year for group and industrial dividends.

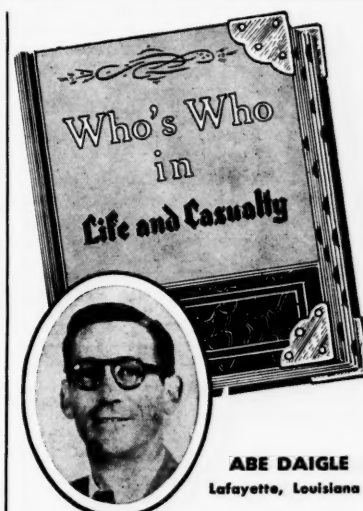
It is necessary to send out premium notices in November for ordinary policies coming due in January but the company prefers to wait until nearer the year-end before deciding on dividends for the entire year ahead. Normally there is no change from the January-February scale. However, in December, 1941, the dividend scale for the last 10 months of 1942 were reduced below those for January and February because of uncertainty about war deaths. Things were later evened up by adjusting the January-February dividends paid in 1954.

Adelseck Succeeds Damski for California-Western

Charles G. Adelseck has been named as Seattle manager for California-Western States Life. He succeeds the late Henri Damski.

Mr. Adelseck has been with the company since 1950, the last 2½ years as assistant manager at Sacramento, Cal. Before joining the company he was co-owner of a small business in Sacramento.

• Military risks will be discussed at a meeting of Chicago Home Office Life Underwriters Assn. Dec. 3.



ABE DAIGLE
Lafayette, Louisiana

IT'S FUN TO BE FIRST!

Our Lafayette, Louisiana District, Mr. Abe Daigle, Manager, has led all other districts in combined production FOR FIVE YEARS!

Mr. Daigle began with Life and Casualty as an Agent in 1933, was promoted to Superintendent in 1938. He was made manager of the Lafayette District December 7, 1942.

Abe Daigle is a prime example of a Life and Casualty trained Career Underwriter. In church activities, civic and family life, he is a leader. He and his fellow district managers have made Life and Casualty a leader in the Insurance Industry.

Life and Casualty
Insurance Company of Tennessee

Guilford Dudley, Jr., President
Home Office: Nashville, Tennessee

Life Insurance in Force
OVER ONE BILLION DOLLARS

Small-Loan Insurance Seen As Hot NAIC Topic

(CONTINUED FROM PAGE 1)

charge feature but which contemplate that the lender or finance factor shall augment its "interest" by income from other charges.

However, H.F.C. holds that this is not true of small-loan licensees, which under the model law are not supposed to profit from any collateral transactions in connection with granting a loan. Actually, H.F.C. approves of insurance where the lender absorbs the cost. H.F.C. is furnishing such insurance in Colorado, Wyoming, Nebraska and Maine and expects to add other states. H.F.C.'s biggest competitor, Beneficial Loan, and some of the smaller chains are providing similar coverage in several states at no extra cost to the borrower.

H.F.C. believes that this is the only legally justifiable position that can be taken on the subject of credit life insurance in the small loan field. It believes that in time the bulk of the small-loan industry will come around to the same view.

The credit insurers that stick mainly to individual policies contend that group coverage, by and large, is not adaptable to the small loan field, mainly because of the high minimum amounts, for which many accounts couldn't qualify. Also, several states have no provision for this kind of group and the companies couldn't sell it if they wanted to.

"In the field we're covering we have to write on an individual policy basis or not at all," Arthur Cade, executive vice-president of Old Republic Credit Life and vice-president of Consumer

Credit Insurance Assn., was recently quoted as saying. He conceded that there have been "scattered instances of abuses" but that, industry-wide rates have been declining or at least stabilizing and that competition will probably serve to drive them lower.

While the licensing of staff members of small loan companies to sell insurance would be opposed to National Assn. of Life Underwriters' stand against part-time agents in larger communities, NALU has taken no official position on the matter of small loan companies writing insurance. It will be represented at the commissioners' meeting by four observers—Managing Director Lester O. Schriver and Counsel Carlyle Dunaway from headquarters and Vice-president Robert Walker, manager Peninsular Life at Orlando, and Oren Pritchard, manager Union Central Life, Indianapolis, chairman of the state law and legislation committee.

Patriot May Take Over Some Business in Non-Credit Field

NEW YORK—Patriot Life of New York is negotiating a contract under which it would reinsure part of the business of an ordinary insurance company outside the credit life field, in which Patriot has been concentrating. It is expected that the contract will be closed shortly.

Patriot is currently considering the possibility of doing direct business.

Some months ago Patriot contracted with Connecticut General Life to reinsure a large part of the creditor group life business, running nearly \$100 million in force, that Connecticut General has for many years written for Universal C.I.T., automobile finance subsidiary of C.I.T., Inc.

Zackary to Wichita Post for Mutual Benefit Life

Fort A. Zackary will become general agent at Wichita for Mutual Benefit Life Dec. 1, succeeding Ernest C. Kenagy who is retiring Dec. 31 under the company's retirement plan.

However, Mr. Kenagy will remain with the agency, serving his personal clients. Mr. Zackary began in life insurance as an agent for Aetna Life in Louisiana. After three years of field work, he joined Lee National Life where he rose to vice-president and agency director. He is a marine veteran and former secretary-treasurer of Louisiana Life Underwriters Assn.



Fort A. Zackary

Resolution to Probe Cravey Is Again Introduced

An investigation of Commissioner Cravey of Florida and members of his staff is asked in a resolution offered in the Georgia house by Rep. Owen Adams. He is charged in the resolution with "receiving of gifts, favors and other emoluments or bribes from companies over which he exercises control and regulation." The resolution asks for an investigating committee of two from the lower house and one senator.

Attached to the resolution were photostatic copies of a purchase order for a Chevrolet car and a canceled check made out to the Folds Motor Co. of Carrollton, Ga. in the amount of \$1,525. The purchase order, dated Jan. 22, 1951, was signed by G. Anderson, who was vice-president of Reserve Life of Dallas, and the check was signed by E. J. Molney, assistant secretary of Reserve Life. His signature appeared under the initials of the company president which were illegible in the photostat. Mr. Cravey was quoted as saying he bought a car for his wife from Folds Motor through the fleet order of Reserve Life because he could get delivery in this way. "I've got a cancelled check showing I paid for mine," he was quoted as saying. He said the insurance company's check was for a former employee's car that was bought at the same time. He said the employee "paid the insurance company back with interest." He said the resolution is "an assinine, damnable, lying resolution" and he noted that Adams had introduced a similar resolution at a former session.

"I will give \$1,000 to any charity if anyone can prove that I accepted one gift or emolument from any insurance company."

This appears to be another incident in the battle between Commissioner Cravey and Bankers Life & Casualty of Chicago.

New Metropolitan Bulletin

First issue of a new Metropolitan Life monthly bulletin, designed to keep managers informed on developments and trends, was scheduled to reach district and assistant managers this week. The new publication, Gist, is in newsletter form, and contains a summary of significant articles appearing in the life insurance press and abstracts of published material of interest to managers.

Correct Ohio Farm Bureau Sales

THE NATIONAL UNDERWRITER in the Nov. 20 issue mistakenly reported Ohio Farm Bureau Life's October sales. The correct figure is \$11,011,000. Insurance in force at Oct. 31 rose to \$648,950,040.

E. B. Bates Agency to Move

The Edward B. Bates general agency of Connecticut Mutual Life at Los Angeles is moving early in 1954, possibly February, to a new modern building at 4270 Wilshire boulevard. At the same time Robert H. Goldsmith, associate general agent, now in Beverly Hills, will transfer his headquarters to the new office.

Larson Urges Better Ad Program in Florida Talk

Commissioner J. Edwin Larson, giving the principal address before the annual meeting of Florida Assn. of A&H Underwriters at Jacksonville, urged a 16-point program of "Honesty in Advertising." He said insurance advertising should give a truthful and fair representation of benefits and should be designed to avoid the drawing of untrue and misleading conclusions therefrom.

Others on the program included Clifford E. McDonald, International Fidelity, Dallas, vice-president of the International association, who discussed home office training and problems of the agent in the field, and Hugh H. McIlwain, Florida director of the Dale Carnegie Institute.

Fred S. Schipert, Provident Life & Accident, St. Petersburg, president of the Florida association, presided.

Insurance Angle Figures in New Denver Action

A suit has been filed in Denver district court accusing a loan company with overcharging clients in interest and other payments up to 40% in violation of the 1913 law which limits payments of loans over \$300 to 12% a year. There is a charge that the borrowers in question got \$350 from Safeway Finance Co. of Denver in May 3, 1951, signing a note for \$465 due in 15 months. According to suit the difference in the amount borrowed and amount due was a charge of \$31.20 for life and A&H insurance and \$98.11 in predetermined interest. The note was secured by the house and car of the borrower. Besides Safeway the defendants are Fidelity Acceptance Corp. of Minneapolis which is the parent organization and officers of both concerns.

The suit charges that Safeway since 1947 has received overcharges amounting to \$100,000 and contends that the firm's principal business "has been to collect and extort such illegal usurious, exorbitant and unconscionable rates, discounts, commissions and other charges." The lawyers in this case are the same ones that last February filed an "excessive charges" suit against six Denver firms. That action is still pending.

Governor Thornton earlier this year vetoed a bill that would have ended the 12% legal interest rate and would have killed any pending action against the defendant loan companies under the 1913 law.

A bill has been introduced in the hold-over session of the Georgia legislature to prohibit loan companies from requiring life and A&H insurance as a prerequisite for loans under \$300. There is also a bill to require loan companies to include the cost of such insurance as interest.

N. Y. Board Reelected

The New York advisory board of A&H examinations has reelected J. F. Follman, Jr., general manager of Bureau of A. & H. Underwriters, as chairman. The other members also were reelected, they being vice-chairman, J. F. Lydon, Ocean Accident, and secretary, Mrs. Elizabeth Slassky of the New York department.

● Robert L. G. White has been appointed brokerage manager for the David B. Fluegelman agency of Connecticut Mutual Life at New York City. Mr. White has been with New England Mutual, both in the home office and with New York agencies, and most recently was with John Hancock Mutual.

WANT ADS

Rates—\$15 per inch per insertion—1 inch minimum. Limit—40 words per inch. Deadline 5 P. M. Friday in Chicago office—175 W. Jackson Blvd. Individuals placing ads are requested to make payment in advance.

THE NATIONAL UNDERWRITER—LIFE EDITION

OPPORTUNITY

An Old Line Legal Reserve Life Insurance Company, located in the Southeast, which is now in its 47th year of successful operation, is seeking the services of a qualified person to act as manager of training. The person selected must have had a successful record of training agents and general agents from the home office level, and should have a good general knowledge of agency department operations.

Reply in strictest confidence to Box V-48, The National Underwriter, 175 W. Jackson Blvd., Chicago 4, Ill.

MANAGERIAL OPPORTUNITY

One of the largest writers of non-cancelable, guaranteed continuous Accident and Sickness insurance (also a complete line of Life and Group insurance) has an outstanding general agency opportunity in Milwaukee.

If you have proven managerial ability, write full details. All replies confidential. Address Box V-46, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

Want to be a Life General Agent?

Opportunities in Mississippi, Arkansas and Kentucky (some personal-producing general agent openings.) Top commissions. Extensive line with unique policies and attractive savings plan. Set-up ideal for experienced agents who can sell and want their own agency. Old line mutual legal reserve company. Our men know of this ad. Write Box V-44, The National Underwriter, 175 W. Jackson, Chicago 4, Ill.

GROUP INSURANCE

Would like connection with a large agency or home office to handle group problems. Have had 15 years experience in sales and administration of group insurance. Address V-52, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

ACTUARY AVAILABLE

Associated member of Society of Actuaries with examinations 6 and 8, in addition. Age 28. Please write Box V-56, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

AGENCY EXECUTIVE

desires connection with a life company as Resident Vice President in area of Missouri, Iowa, Minnesota, both Dakotas, Nebraska, Colorado, Kansas, Oklahoma and Texas. Address V-18, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

UNUSUAL ACTUARIAL OPPORTUNITY

Medium sized rapidly growing midwest combination company has outstanding opening in actuarial department for man under age 45. Must have executive ability and be Fellow of Society of Actuaries. Give full particulars. Replies handled confidentially. Address U-39, The National Underwriter Co., 175 W. Jackson Blvd., Chicago 4, Ill.

U. S. Welfare Fund Probe Enters Insurance Realm

(CONTINUED FROM PAGE 1)

with Union Insurance agency getting 5% and United Public Service Co. 12½%. Union Casualty then paid 2½% to the union to cover expenses and administration. Dr. Perlman estimated Union Casualty paid the Union Agency about \$250,000 in commissions over the four-year period.

In testimony that afternoon Allen Dorfman of Union Insurance Agency refused to testify on the grounds of possible self-incrimination.

He declined to answer questions on whether he had made payments from a mysterious \$101,000 fund to Hoffa and M. Frank Darling, head of local 1031 of the AFL electrical workers in Chicago. William McKenna, counsel for the subcommittee, claimed the \$101,000 in question came from Union Casualty and also United Public Service Corp. He also claimed that checks were given to Dorfman personally and not entered on the books of the agency, even though the checks were endorsed, until after an insurance investigation last year in New York.

Dorfman, whose father, Paul Dorfman, is head of local 20467 of the AFL waste material handlers union at Chicago, declined to answer most of the questions put to him. He said that he had income tax difficulties. He also refused to identify what allegedly was his signature on numerous checks ranging into thousands of dollars.

A subcommittee counsel said that Paul Dorfman was in Detroit and willing to testify if called, but that Mrs. Rose Dorfman, sought on a subpoena, was ill and would not appear.

The subcommittee released a letter written July 25, 1952 to the New York insurance department by Dr. Perlman, telling about large amounts of money spent while the union contract was being negotiated. Dr. Perlman stated in the letter he was trying to comply with a New York insurance department request for a statement of disbursements in 1950 and 1951 for which no vouchers were submitted. The letter stated Dr. Perlman was drawing on his memory for names of guests, estimates of sums spent, and other details.

In connection with negotiations for dependents' coverage for the Central States drivers, \$1,800 was spent over three days in various Chicago night clubs and restaurants, the letter stated. Among the guests were Hoffa, Darling, Mr. and Mrs. Paul Dorfman and Mr. and Mrs. Allen Dorfman.

Another \$1,500 later was spent over a similar period in Chicago night clubs in connection with further negotiations with the Central States drivers and with retail clerks, hotel and restaurant employees. Again the four Dorfmans and Hoffa were listed as guests. During the national CIO convention in New York City Nov. 5 through Nov. 10, 1951, the letter states, Dr. Perlman spent another \$1,800 in three days entertaining for "lunches, dinners, at various bars, hotels and night clubs".

In 1951, the letter says the Chicago parties put on by Dr. Perlman cost \$6,200, while \$5,700 was spent in New York City, \$1,050 in Detroit, \$1,500 in Philadelphia and \$500 in Dallas. For 1950, party expenses of \$5,350 were listed.

According to the letter, 71 individuals and two organizations received Christmas gifts from Union Casualty in 1950, and 60 individuals and one organization received gifts the following

year. Included were wrist watches, luggage sets, writing sets, liquor, shirts, ties and men's jewelry.

Hoffa, who also is president of the Michigan conference of teamsters, said his union has invested a quarter of a million dollars in Union Casualty stock.

Hoffa admitted being a close friend of Dr. Perlman and the Dorfmans. He contended, however, that the insurance was placed after choosing the best from 47 bids, and that he has figures to prove the money used for administering the plan is moderate.

Rep. Smith (R) of Kansas, subcommittee chairman, cited the Detroit situation as just another example of conditions that exist in many other cities. Noting that the subcommittee has turned up enough material for two or three weeks of hearings across the country, Smith said "we have information that there may be financial manipulations in these funds all over the country that are bad for the employees who pay for them."

Tuesday morning the hearing took a strange twist as the committee apparently was desirous of putting Mr. Hoffa on the spot. There was testimony from two union truck drivers to the effect that Mr. Hoffa was instrumental in keeping them from working after they had been on a wildcat strike, and there was some lengthy discussion of a truck leasing corporation that is owned by the wife of Mr. Hoffa and by the wife of Owen Burt Brennan, an associate of Mr. Hoffa's.

Late Tuesday afternoon the meeting got back to insurance when the committee called Willis J. McCarthy, a Des Moines attorney, who represents truckers and was present at the negotiations that set up the Central States welfare plan.

Mr. McCarthy said several bids were put in for this insurance and that finally it was worked down to 14 eligible companies. The business finally was given to Union Casualty & Life, even though that company had a retention rate of 17½% and the next highest retention was 11%. Most of the companies were asking 8¾% retention.

Mr. McCarthy said he told those negotiating the contract that in his opinion Union Casualty was not the company a person would choose if he were insuring his family or insuring anything else of his own personally.

Did you ever get the impression someone was trying to throw the business to Union Casualty regardless? he was asked.

"I was of that opinion right along," Mr. McCarthy answered. He said that based on the facts, he didn't see where Union Casualty had the qualifications to handle the business.

"Who was trying to do this?" "James Hoffa and Tom Flynn."

Mr. McCarthy said Mr. Hoffa praised Union Casualty. When asked why the employers decided to go along with the Union Casualty bid, he said that they, to his notion, were opposed to this, but that they did it as a means of obtaining good labor relations.

Rep. Hoffman then jumped up and stated "there isn't any question about it, is there, that the employers took 17½% in the interest of avoiding labor trouble, for expediency, a futile effort to buy peace in labor relations?"

Eugene J. Williams, business agent of Local 544 of the Teamsters union at Minneapolis, who administers the pension plans of the transfer employers and warehouse employers there, gave the committee a good deal of trouble.

What the committee was trying to point up was that Mr. Williams, as pension fund administrator, had received \$10,000 from the administrative fund for his personal use, but there was quite a bit of jockeying for the terms to cover this transaction.

It finally was agreed that \$10,000 had been received by Mr. Williams, that it was money he hadn't earned, and that it was impossible to determine when he ever would earn it from the fund. Mr. Williams said as fund administrator he is accountable to nobody. His income as pension fund administrator comes from whatever is left in the administrative fund of 7% of income at the end of the year. That might be \$2 or nothing.

Mr. Williams said his duties consist of investigating possible investments, checking applications for pensions, and seeing to it that the employers pay their share of the costs.

He was reluctant to divulge any information, and several times he told the committee he was answering the question, or already had answered the question and they could look in the record if they wanted to know what he had just said.

The \$10,000 Mr. Williams received was one of a number of loans he made to start a bar and grill.

Then there were questions about some money Mr. Williams received from the union health and welfare plan. This was around \$1,800, and also went for the bar and grill. Mr. Williams was the administrator of this plan, but he said it was changed from an insured plan to something else which he didn't make clear, and he couldn't remember whether the money came from the administrative expense allowed by Great-West Life, or was just there as part of the new fund. This money has been paid back.

Not much attention was paid to the A & H plan, primarily because the committee had so much trouble dragging from Mr. Williams any data on the pension plans. He said about \$100,000 has been paid into them since they were started in July of 1952, and the first audit will be made in January, 1954. Of each plan, Mr. Williams gets 7% of income for administration, but he was unable to recall any details as to his expenses, personal income, or fund purchases, and could not guess within \$50 of what his only assistant, a part time office girl, is paid each week. This lack of memory resulted in repeated questions on each point.

There were perhaps one or two insurance people at the hearing. The Michigan department was represented on Tuesday by Carlyle Watters, head of the licensing division, who went back to Lansing Wednesday. Those trying to follow the insurance aspects were kept in suspense because the committee is not concentrating on that subject, but is apparently chiefly concerned with the labor situation in general and Teamsters union in particular.

Cyclopedia for '53 Issued

The 1953 edition of the Cyclopedia of Insurance in the United States, published by the Index Publishing Co., 123 William street, New York 38, N. Y., has been mailed to subscribers. It contains 1,216 pages. There is a section with complete texts of U. S. Supreme Court decisions dealing with state regulation of insurance, and a biographical section, among others. Editor is G. Reid MacKay. The book sells for \$7.50.

Franklin Life Appoints H. H. Garrett in Montana

H. H. Garrett has been appointed regional manager in western Montana for Franklin Life.



H. H. Garrett

Mr. Garrett entered life insurance as agent for Equitable Society 10 years ago. For the past five years he has served as district manager in Helena for Ohio National Life. He is president of Helena Assn. of Life Underwriters and vice-president of Montana Quarter Million Dollar Round Table. Mr. Garrett will make his headquarters in Helena.

Estate Tax Has Advantage for Widow with Annuity

NEW YORK—Because of the way the income tax law is drawn, a widow is better off paying the federal estate tax on the commuted value of a survivorship annuity received under her husband's pension plan than she would be if the law were changed to do away with the estate tax, said Albert Pike, Jr., actuary of Life Insurance Assn. at the meeting here of the American Pension Conference.

Mr. Pike also discussed the LIA's reasons for wanting the 3% rule for taxing annuity income eliminated. Discussing the Jenkins-Keogh bill to provide a tax incentive for pensions on the self-employed, Mr. Pike said the life insurance business is not opposed to such a plan but takes a dim view of the attempt to exclude life insurance as a permissible way of handling the pensions.

Ray Peterson, vice-president of Equitable Society, discussed a number of technical points covered in the internal revenue bureau's rules and regulations on integration of pension plans with social security. These were covered at a conference with bureau officials in September.

T. P. Cox, Jr., New Acacia Manager at Kansas City

Acacia Mutual Life has named Thomas P. Cox, Jr., manager at Kansas City to succeed Charles G. Huskinson. Mr. Huskinson is returning to Denver to go into personal production. He was an agent there before switching to Kansas City a few years ago.

Mr. Cox at one time was with State Mutual Life and most recently has been manager of Ohio State Life at Kansas City.

Estimate Little Changed

NEW YORK—The New York department's investigation of union welfare funds has not yet come up with a firm figure on the number of such funds operating in the state but indications from other sources are that the estimate of about 500, published in last week's issue, would prove to be only slightly on the high side. About five-sixths of the funds insure either wholly or partly through companies or Blue Cross.

● Central National Life of Nebraska has been licensed in Oklahoma. Its general agent in the state will be W. Van Stuck & Co., Oklahoma City.

● Francis L. Merritt, vice-president and director of agencies for Central Life of Iowa, addressed a sales banquet of Brotherhood Mutual Life of Fort Wayne, attended by Indiana agents and home office personnel.

Late News Bulletins . . .

(CONTINUED FROM PAGE 1)

rado, Carl E. Lien, United American; Connecticut, Berkeley Cox, Aetna Life; Delaware, Claude L. Benner, Continental American; District of Columbia, Samuel W. Hauser, Peoples Life; Florida, S. Kendrick Guernsey, Gulf Life; Georgia, W. C. Turpin, Bankers Health & Life; Idaho, E. T. Taylor, Grange Mutual Life.

Illinois, Howard C. Reeder, Continental Assurance; Indiana, E. Kirk McKinney, Jefferson National; Iowa, William F. Poorman, Central Life; Kansas, W. J. Bryden, Jr., Victory Life; Kentucky, Morton Boyd, Commonwealth Life; Louisiana, S. S. Goldman, Pan-American Life; Maine, Rolland E. Irish, Union Mutual; Maryland, Stanford Z. Rothschild, Sun Life; Massachusetts, O. Kelley Anderson, New England Mutual; Michigan, John Panchuk, Federal Life & Casualty; Minnesota, George W. Wells, Northwestern National; Mississippi, P. K. Lutken, Lamar Life.

Missouri, W. T. Grant, Business Men's Assurance; Montana, R. B. Richardson, Western Life; Nebraska, R. E. Kiplinger, Guarantee Mutual Life; New Hampshire, John V. Hanna, United Life & Accident; New Jersey, John S. Thompson, Mutual Benefit Life; New York, J. Howard Oden, North American Reassurance; North Carolina, Bascom Baynes, Home Security Life; North Dakota, Otto Haakenstad, Western States Life; Ohio, Carl Mitcheltree, Columbus Mutual Life; Oklahoma, Harry L. Seay, Jr., Atlas Life; Oregon, Raymond R. Brown, Standard.

Pennsylvania, Malcolm Adam, Penn Mutual; South Carolina, Francis M. Hipp, Liberty Life; South Dakota, F. L. Bramble, Midland National; Tennessee, Douglas Henry, National L. & A.; Texas, S. E. McCreless, American H. & L.; Utah, George J. Cannon, Beneficial Life; Virginia, Charles A. Taylor, Life of Virginia; Washington, R. L. McGinnis, New World Life; Wisconsin, J. H. Daggett, Old Line Life; Manitoba, H. W. Manning, Great-West Life; Ontario, E. C. Gill, Canada Life; Quebec, George W. Bourke, Sun Life.

Fisher to High Post with North West Mutual

W. Russell Fisher has been appointed assistant general manager and superintendent of agencies of North West Mutual Life of Canada.

Mr. Fisher started with London Life at Winnipeg in 1926, becoming life superintendent for the Royal-Liverpool group in 1936 at Montreal and Vancouver. The past seven years he has been general agent for Loyal Protective Life for British Columbia.

• The Charles C. Zahorik agency of United States Life is opening an additional office in Los Angeles, California. Mr. Zahorik will be in charge in Los Angeles while Norman Pedevill, associate general agent, will head up the office in Paterson, N. J. The agency has consistently been within the top 10 among all leading agencies of the company both in this country and abroad.

Mr. Zahorik began in insurance in 1938 with John Hancock Mutual at Hackensack, N. J., becoming supervisor of the life department at Newark in 1946. He is past secretary of the Passaic-Bergen General Agents' and Managers' Assn.

Mr. Pedevill, has been in charge of the agency's brokerage business since 1947. He is a charter member of the LUTC in Paterson.

EDWARD O. WIETERS, 85, retired assistant secretary and chief claims officer of Metropolitan Life, died at Orange, N. J., Memorial hospital after a long illness. He retired in 1936 after 20 years as an officer and nearly 50 years with the company.

MRS. I. M. SHEFFIELD, JR., 51, wife of the board chairman of Life of Georgia, died at home in Atlanta. She had been ill several months. Mrs. Sheffield was widely known to life insurance executives, having for many years attended major industry conventions with her husband.

MDRT Brass to Meet at N. Y. to Lay Plans for '54 Rally

LOS ANGELES—Plans for the 1954 Million Dollar Round Table will start to take definite shape next week with a group of the organization's principal committees scheduled to meet in New York Dec. 1 through 4.

Gathering at the St. Regis hotel will be the executive committee, headed by G. Nolan Bearden, New England Mutual, Los Angeles; the program committee with George B. Byrnes, Equitable Society, Pasadena, Cal., as chairman; the by-laws committee with A. J. Ostheimer, III, Northwestern Mutual, Philadelphia, as chairman, and the nominating committee, headed by William T. Earls, Mutual Benefit Life, Cincinnati.

Find Missing Policyholder

Thomas C. Buntin, the New York Life policyholder who was missing 22 years and had been declared dead by the Tennessee supreme court, has been found living at Orange, Tex.

Mr. Buntin's whereabouts had been uncovered by investigators of New

York Life. The company had paid into a trust fund the proceeds of two \$25,000 policies on Buntin's life after he had been declared dead. Though pressed by daily newspapermen, New York Life refused to disclose the whereabouts of Buntin and this eventually was done through other sources.

The company has an action in equity pending to recover the \$31,000 which remains from the insurance proceeds and is held by a Nashville trust company.

Women to Hear Miss Staub

Miss Nancy Staub, assistant vice-president of Morristown (N. J.) Trust Co., will speak at a meeting of League of Life Insurance Women to be held Dec. 1 at New York City.

Decision Under State Control

A review of the legislation to strengthen state control of insurance enacted following the U. S. Supreme Court decision that insurance is commerce, and especially that enacted in New York state, was given by Raymond Harris, deputy superintendent

and counsel of the New York department, in one of the series of lectures in the department's training program for examiners. He said the decision turned out to be a blessing to the public, although it was bitterly criticized at the time it was handed down.

2,600 Members Is Goal of N.Y. City Association

NEW YORK—Twenty-six hundred members in the New York City Life Underwriters Assn. by Dec. 31 is the goal of General Chairman Arthur L. Sullivan and his membership committee. Mr. Sullivan is general agent of Fidelity Mutual. The committee is making an especially well-organized and resolute membership campaign because one of the most important problems facing it is the increase in dues effective Jan. 1, 1954, and its ultimate effect on membership renewal. Agents dues, currently \$15, have been raised to \$18, considered by the association to be the minimum amount consistent with sound financial practice. Present membership is 2,536.

Mr. Sullivan's committee has four divisions, each headed by a vice-chairman: General insurance brokers, Julius L. Ullman, executive vice-president W. L. Perrin & Son; new members, Charles N. Barton, Union Central; home offices, George L. Mendes, agency director Guardian Life; and conservation, Robert I. Curran, Jr., Massachusetts Mutual. Under the new members and conservation chairman there are group, branch and area chairmen. Benjamin D. Salinger, Mutual Benefit Life, is chairman of the membership committee's speakers bureau.

California Out for 4,000

California Assn. of Life Underwriters has launched a state-wide membership campaign for 4,000 members. Reed C. Nelson, American Mutual Life at Oakland and association vice-president, is campaign director.

Pyramid, N. C., in New Office

Pyramid Life of North Carolina has opened its new home office at 2407 North Tryon street in Charlotte.

50 Years at the Same Stand

W. C. Ham of New York Life, Gainesville, Ga., is now completing 50 years in the life insurance business there. He spent his first 10 years with Prudential and is in his 40th year with New York Life.

MDRT Proceedings Issued

The proceedings of the 1953 Million Dollar Round Table meeting have been distributed to the members. The volume contains 390 pages and is reported and published by Consolidated Reporting Co. of New York City.

Glenn Head, new actuary of United States Life, joined the company last

September as associate actuary. He started in the business with the actuarial department of Franklin Life in 1946, and the following year joined Iowa Life of Des Moines as assistant actuary. He advanced successively to actuary in 1949 and assistant general manager and actuary in 1952. Mr. Head is a fellow of Society of Actuaries and an associate of Casualty Actuarial Society.

Glenn Head

Associate Member Class Established by GAMC Group

Associate membership status for assistant managers and supervisors in the General Agents & Managers Conference of NALU was provided at a meeting at Chicago of the executive committee of GAMC, because of the fact that little has been done nationally for this second line of management. Ray W. H. Wertz, Lincoln National, Detroit, chairman of GAMC, presided at the meeting.

A plan whereby GAMC directors would take individual responsibility for visiting and aiding local managers' groups was agreed upon. Especial consideration was given to areas in which the organization could cooperate to mutual advantage with college and universities. Plans were completed for a full day's program for general agents and managers at the NALU mid-year meeting at New Orleans March 22. M. L. Camps, John Hancock, New York, is program chairman.

It was brought out that the new "Study Course in Agency Management," prepared by LIAMA, is being promoted by 36 local managers' associations. Earl M. Schwemm, Great-West Life, Chicago, heads the promotion of this program.

Pennsylvania Life Agents Set Annual for May 27-28

Pennsylvania Assn. of Life Underwriters held its fall delegate body meeting at Harrisburg, with President A. J. Halloran, Baltimore Life, Williamsport, presiding. It was announced that the group's annual meeting will be held May 27-28 at Bradford, with Charles J. Peckham, John Hancock, Pittsburgh, as general chairman.

A new award was accepted by the delegate group to go to the local association making the greatest percentage gain in membership over its all-time high. The award, furnished by Mr. Halloran, will be in addition to the present R. Maxwell Stevenson award. State membership now stands at 4,598.

Also approved was a motion that a liaison committee be appointed to work with a similar committee being established by Pennsylvania Assn. of Insurance Agents, the fire and casualty agent organization. The committees will coordinate legislative activities where there is a mutual interest.

A director's meeting was scheduled for Feb. 18 at Harrisburg.

Publisher Addresses CLU's

Malcolm S. Forbes, associate publisher of Forbes magazine, addressed a luncheon meeting of New York City CLU chapter on "The Life Insurance Business in Today's Economy."

Hemphill Agency Is Leader

The A. D. Hemphill San Francisco agency of Equitable Society topped all agencies in the eleven western states in both volume and number of applications during October, which was set aside as a special effort in honor of Alvin B. Dalager, senior vice-president.

Southwest Actuaries Name Mott

Thomas M. Mott, vice-president and actuary of Republic National Life, has been elected president of Actuaries Club of the Southwest. Other new officers are V. W. Pfeiffer, American National, vice-president, and Philip F. Finnegan, Prudential, secretary-treasurer.

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WELL AND FAVORABLY KNOWN

There are many who believe that the fundamental and basic reason for advertising in a weekly insurance newspaper is to make the advertising company well and favorably known to as many as possible in the insurance business. This is certainly one of the important reasons.

In fact, any company not well and favorably known is operating under more of a handicap than may be imagined. The handicap is there even though it may not be measured in dollars. When the question is asked, "What kind of a company is it?" and the reply has to be, "I never heard of it," surely that is disadvantageous and injurious to the unknown company. There is actually no more damaging remark to be made about any company than "I never heard of it."

To become well and favorably known, a company does not have to be the oldest, the largest or the "best." But it does have to have something to say at regular intervals to those of importance in the insurance business.

There is no more certain or effective way of reaching this group than through a series of advertisements in The National Underwriter. "Those of importance in the insurance business" are, of course, the readers of The National Underwriter. And they read the whole paper—advertisements, too.

The **NATIONAL
UNDERWRITER**

Largest Circulation of Any Weekly Insurance Newspaper



Number eight of a series

Insurance made me my first million!

"I look at it this way. A man's first responsibility is to provide financial security for his family. Early in my career, I was able to do that through life insurance. Through planned purchase, as recommended by my life insurance man, I was able to establish a sound and adequate estate to meet future needs. Then—and only then—I felt free to take the calculated risks a man must take to make real money. Yes, I hand life insurance a lot of credit for my success."

By arranging for his Company to share important responsibilities, the Life Insurance salesman offers his customers courage and freedom to forge ahead . . . gains for himself community-wide respect and the satisfaction of a worthwhile job well done.



ÆTNA LIFE INSURANCE COMPANY

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